

# Webbplats analys apple.com

Genereras på Januari 12 2024 21:04 PM

Ställningen är 48/100



## SEO Innehåll

|    | Titel                                                                                                                                                                        | <p>Apple</p> <p><b>Längd : 5</b></p> <p>Idealisk, din titel bör innehålla mellan 10 och 70 tecken (mellanslag räknas som tecken). Använd <a href="#">denna gratis verktyg</a> för att räkna ut textlängden.</p>                                                                                                                                                                                                                                                                                                                                                                                           |         |          |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-------|-------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------|--------|-------|-------|----------------------------------------------------------------------------------|------|---------|
|    | Beskrivning                                                                                                                                                                  | <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>Längd : 172</b></p> <p>Idealisk, din metabeskrivning bör innehålla mellan 70 och 160 tecken (mellanslag räknas som tecken). Använd <a href="#">denna gratis verktyg</a> för att räkna ut textlängden.</p>                                                                                                                                                                                                       |         |          |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
|  | Nyckelord                                                                                                                                                                    | <p>Mycket dåligt. Vi har inte lyckats hitta några meta-taggar på din sida. Använd <a href="#">denna meta-tag generator, gratis</a> för att skapa nyckelord.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |          |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
|  | Og Meta Egenskaper                                                                                                                                                           | <p>Bra, din sida drar nytta utav Og.</p> <table><tr><th>Egendom</th><th>Innehåll</th></tr><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></table> | Egendom | Innehåll | 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 |
| Egendom                                                                            | Innehåll                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |         |          |       |       |             |                                                                                                                                                                              |     |                        |        |       |       |                                                                                  |      |         |
| 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 Innehåll

|                                                                                    |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |           |           |           |
|------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|
|                                                                                    |                 | site_name                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Apple     |           |           |           |
|    | Rubriker        | <b>H1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>H2</b> | <b>H3</b> | <b>H4</b> | <b>H5</b> |
|                                                                                    |                 | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 4         | 14        | 7         | 6         |
|                                                                                    |                 | <b>H6</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |           |           |           |
|                                                                                    |                 | 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> |           |           |           |           |
|  | Bilder          | Vi hittade 0 bilder på denna webbsida.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |           |           |           |           |
|                                                                                    |                 | Bra, de flesta eller alla dina bilder innehåller alt-attribut                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |           |           |           |
|  | Text/HTML Ratio | Ratio : <b>3%</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |           |           |           |
|                                                                                    |                 | Denna sidas förhållande mellan text till HTML-kod är lägre än 15 procent, vilket innebär att din webbplats troligen behöver mer textinnehåll.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |           |           |           |
|  | Flash           | Perfekt, inga Flash-innehåll har upptäckts på denna sida.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |           |           |           |           |
|                                                                                    | Iframe          | Bra, vi upptäckte inga Iframes på den här sidan.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |           |           |           |

## SEO Innehåll



## SEO Länkar



URL Rewrite

Bra. Dina adressfält ser bra ut!



Understreck i URLen

Vi har upptäckt understreck i din webbadress. Du bör hellre använda bindestreck för att optimera din SEO.



In-page länkar

Vi hittade totalt 86 länkar inklusive 0 länk(ar) till filer



Statistics

Externa Länkar : noFollow 0%

Externa Länkar : Passing Juice 1.16%

Interna Länkar 98.84%

## In-page länkar

| Anchor                     | Typ     | Juice         |
|----------------------------|---------|---------------|
| <a href="#">&amp;nbsp;</a> | Interna | Passing Juice |
| <a href="#">&amp;nbsp;</a> | Interna | Passing Juice |
| <a href="#">Buy</a>        | Interna | Passing Juice |
| <a href="#">&amp;nbsp;</a> | Interna | Passing Juice |
| <a href="#">Buy</a>        | Interna | Passing Juice |
| <a href="#">&amp;nbsp;</a> | Interna | Passing Juice |
| <a href="#">Buy</a>        | Interna | Passing Juice |
| <a href="#">&amp;nbsp;</a> | Interna | Passing Juice |
| <a href="#">Buy</a>        | Interna | Passing Juice |
| <a href="#">&amp;nbsp;</a> | Interna | Passing Juice |
| <a href="#">Buy</a>        | Interna | Passing Juice |
| <a href="#">&amp;nbsp;</a> | Interna | Passing Juice |

## In-page länkar

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

## In-page länkar

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

## In-page länkar

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

## SEO Nyckelord

|                                                                                    |                |                                                                    |
|------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------|
|  | Nyckelord Moln | device buy available all more apple<br>apple card learn new trade- |
|------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------|

## Nyckelord Konsistens

| Nyckelord | Innehåll | Titel | Nyckelord | Beskrivning | Rubriker |
|-----------|----------|-------|-----------|-------------|----------|
| apple     | 16       | ✓     | ✗         | ✓           | ✓        |
| more      | 11       | ✗     | ✗         | ✗           | ✗        |

## Nyckelord Konsistens

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

## Användbarhet

|                                                                                    |              |                                              |
|------------------------------------------------------------------------------------|--------------|----------------------------------------------|
|    | Url          | Domän : apple.com<br>Längd : 9               |
|    | Favikon      | Bra, din webbplats har en favicon.           |
|    | Utskriftbart | Vi kunde inte hitta CSS för utskrifter.      |
|    | Språk        | Bra. Ditt angivna språk är en.               |
|  | Dublin Core  | Denna sida drar inte nytta utav Dublin Core. |

## Dokument

|                                                                                    |                  |                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Doctype          | HTML 5                                                                                                                                                                                                                                                                                                     |
|  | Encoding         | Perfekt. Din deklarerade teckenuppsättning är UTF-8.                                                                                                                                                                                                                                                       |
|  | W3C Validity     | Errors : 6<br>Varningar : 100                                                                                                                                                                                                                                                                              |
|  | E-post Sekretess | Bra! Ingen e-postadress har hittats i klartext.                                                                                                                                                                                                                                                            |
|  | Föråldrad HTML   | Bra! Vi har inte hittat några föråldrad HTML taggar i din HTML.                                                                                                                                                                                                                                            |
|  | Hastighets Tips  | <div> Utmärkt, din webbplats använder inga nästlade tabeller.</div> <div> Synd, din webbplats använder sig utav inline stilar.</div> |

## Dokument

- ✖ Synd, din webbplats har för många CSS-filer (fler än 4 stycken).
- ✖ Synd, din webbplats har för många JS filer (fler än 6 stycken).
- ✓ Perfekt, din webbplats utnyttjar gzip.

## Mobil



### Mobiloptimering

- ✖ Apple Ikon
- ✓ Meta Viewport Tagg
- ✓ Flash innehåll

## Optimering



### XML Sitemap

Bra, din webbplats har en 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>

Bra, din webbplats har en robots.txt fil.



### Analytics

Saknas

Vi hittade inte någon analysverktyg på din webbplats.

Webbanalys program kan mäta besökare på din webbplats. Du bör ha minst ett analysverktyg installerat, men det kan också vara en bra ide att installera två för att dubbelkolla uppgifterna.