






Website review nike.com

Generated on March 27 2025 12:29 PM

The score is 53/100



SEO Content

	Title	Nike. Just Do It. Nike DE																					
		Length : 25																					
		Perfect, your title contains between 10 and 70 characters.																					
	Description	Nike präsentiert innovative Produkte, Erlebnisse und Services, um Athlet:innen zu inspirieren.																					
		Length : 94																					
		Great, your meta description contains between 70 and 160 characters.																					
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																					
	Og Meta Properties	Good, your page take advantage of Og Properties.																					
		<table><tr><th>Property</th><th>Content</th></tr><tr><td>description</td><td>Inspiring the world's athletes, Nike delivers innovative products, experiences and services. Free delivery and returns.</td></tr><tr><td>image</td><td>https://c.static-nike.com/a/images/w_1920,c_limit/mdbglDn6yg1gg88jomci/image.jpg</td></tr><tr><td>locale</td><td>de-DE</td></tr><tr><td>site_name</td><td>Nike.com</td></tr><tr><td>title</td><td>Nike Official Site</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://www.nike.com/de/</td></tr></table>						Property	Content	description	Inspiring the world's athletes, Nike delivers innovative products, experiences and services. Free delivery and returns.	image	https://c.static-nike.com/a/images/w_1920,c_limit/mdbglDn6yg1gg88jomci/image.jpg	locale	de-DE	site_name	Nike.com	title	Nike Official Site	type	website	url	https://www.nike.com/de/
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locale	de-DE																						
site_name	Nike.com																						
title	Nike Official Site																						
type	website																						
url	https://www.nike.com/de/																						
	Headings	H1 0	H2 5	H3 4	H4 86	H5 0	H6 0																


SEO Content

- [H2] Africa
- [H2] Americas
- [H2] Asia Pacific
- [H2] Europe
- [H2] Middle East
- [H3] AIR MAX DN8
- [H3] AIR MAX DN8
- [H3] AIR MAX DN8
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- [H4] Egypt
- [H4] Morocco
- [H4] Maroc
- [H4] South Africa
- [H4] Argentina
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- [H4] Chile
- [H4] Colombia
- [H4] México
- [H4] Peru
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- [H4] United States
- [H4] Estados Unidos
- [H4] Uruguay
- [H4] Latin America
- [H4] Australia
- [H4] 香港
- [H4] Hong Kong
- [H4] 印度
- [H4] India
- [H4] Indonesia
- [H4] Japan
- [H4] 日本
- [H4] 马来西亚
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- [H4] New Zealand
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- [H4] Vietnam
- [H4] Österreich
- [H4] Austria
- [H4] Belgien
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- [H4] België
- [H4] Bulgaria
- [H4] Croatia
- [H4] Česká republika
- [H4] Czech Republic
- [H4] Danmark
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- [H4] Finland
- [H4] France





SEO Content

		<ul style="list-style-type: none">• [H4] Deutschland• [H4] Ελλάδα• [H4] Hungary• [H4] Magyarország• [H4] Ireland• [H4] Israel• [H4] Italia• [H4] Luxemburg• [H4] Luxembourg• [H4] Luxembourg• [H4] Netherlands• [H4] Nederland• [H4] Norway• [H4] Norge• [H4] Polska• [H4] Portugal• [H4] Portugal• [H4] Romania• [H4] Россия• [H4] Slovakia• [H4] Slovenia• [H4] Espanya• [H4] España• [H4] Sweden• [H4] Sverige• [H4] Schweiz• [H4] Switzerland• [H4] Suisse• [H4] Svizzera• [H4] Türkiye• [H4] United Kingdom• [H4] Saudi Arabia• [H4] السعودية العربية المملكة• [H4] United Arab Emirates• [H4] المتحدة العربية الإمارات• [H4] Qatar• [H4] قطر دولة• [H4] Kuwait• [H4] الكويت
	Images	<p>We found 5 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : 2%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>

SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 12 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

[illegible]

In-page links

=	Internal	Passing Juice
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SEO Keywords

	Keywords Cloud	español english max accessoires und schuhe air alle nike bekleidung
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
english	39	✖	✖	✖	✖
und	35	✖	✖	✔	✖
nike	18	✔	✖	✔	✖
air	15	✖	✖	✖	✔
alle	13	✖	✖	✖	✖





Usability

	Url	Domain : nike.com Length : 8
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is de.
	Dublin Core	This page does not take advantage of Dublin Core.


Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 248 Warnings : 20
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div>



Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div>https://www.nike.com/sitemap-us-help.xml</div> <div>https://www.nike.com/sitemap-v2-landingpage-index.xml</div> <div>https://www.nike.com/sitemap-v2-pdp-index.xml</div> <div>https://www.nike.com/sitemap-v2-snkrswb-index.xml</div> <div>https://www.nike.com/sitemap-v2-gridwall-index.xml</div>
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Optimization

		https://www.nike.com/sitemap-v2-article-index.xml https://www.nike.com/sitemap-locator-index.xml
	Robots.txt	http://nike.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing 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.