



One-pager for [edition.cnn.com](http://edition.cnn.com)

## Overall score: 7.2

The website: [edition.cnn.com](http://edition.cnn.com) has been analyzed for the performance at ranking in search engines such as Google and Bing. The overall score is based on scores from technical quality, SEO and popularity. In the following paragraphs you read see how these subjects have been assessed. The last page shows 5 quickwins you can apply to optimize your website, with making just a few adjustments.

### Technical: 6.6 / 10

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The technical quality of a site is important when applying SEO. A website with a solid technical foundation that can be easily indexed has a better chance for getting higher search engine rankings. When the pages from a website are technically optimized, they will be indexed better by search engines and give you higher rankings.

### SEO: 71% / 100%

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By applying search engine optimization (SEO), you will increase the findability of your website to search engines. To optimize a website for search engines you will have to put the keywords you want to be found for within HTML elements such as [strong] tags. This will give them a key position within the pages of a website, now search engine robots know what keywords you want to be found for.

The texts on your site should be short, clear and focused on one subject. It is important to pick the right keywords: use words that are relevant somehow to the content of your website. Try to imagine what keywords people would use when using a search engine. After that, build the website around these keywords. The smaller the amount of keywords you want to focus on, the better your site will be optimized for those keywords.

### Popularity: 8.0 / 10

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Link popularity tells you something about the amount of links to your website. A lot of search engines use link popularity for determining position in the results. The more quality websites link to you, the higher your ranking will be.



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## **Quickwins**

**Based on the analysis we put together a complete advice for optimizing your website. To improve your overall score without making too many adjustments, use the quickwins listed below. These are the 5 most important subjects your website needs improvement for.**

### **Correct application of friendly URLs**

Static URLs without variables and capitals are known as search engine-friendly URLs. They are an important part of optimizing a site for search engines.

### **Use files for search engine robots**

Search engines use robots (spiders) to index websites. The webmaster can influence these robots by placing the files robots.txt and sitemap.xml in the root of the website. These files can allow access to pages and folders or prohibit access. We recommend the use of a robots.txt and a sitemap.xml file. Make sure both files are used on the website (which means URLs are found and the file is larger than 0 bytes).

### **Pages contain existing META keywords**

The keywords intended to be optimized on a page can be indicated in the META keywords. Although not all search engines use this META tag, it is still an important part of optimizing for search engines. It is important that the words that are indicated in the META keywords tag actually occur in the text of that page. If the words do not occur in the text, a search engine can see this as spam.

### **Apply stylesheets instead of style blocks**

Cascading Style Sheets (CSS) is a technique to separate design and content. This results in a balance between code and text, which is important when optimizing for search engines. A style block is a piece of CSS code in the head of a page. This style can be recognized by the '[style]..[/style]' block in the content of the HTML. When style blocks are used, the design and content are separated, but the code is still in the page. If a website consists of more than one page we recommend not using style blocks.

### **Avoid use of too many or external images**

Almost every Internet page contains images. These can be photos, drawings, buttons, banners or logos. As images have to be downloaded separately from the page, images lead to longer loading times and the use of a larger bandwidth. Do not use more than 10 images per page. Webmasters can use images that are stored on other websites (external images). With external images it is not possible to check the location or name of the file or the content of the image. Furthermore, there may be a copyright on external images. Do not use external image and do not use more than 10 images per page, unless it's for very good reasons.