



# Review of Personio.com

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## Introduction

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

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

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

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

Please contact us for more information.

## Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary





## Title Tag

Personio: Unlock the Power of Your People

**Length:** 41 character(s)

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

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

Be sure that each page has a unique title.



## Meta Description

Personio is an all-in-one HR software solution for companies from 10-2,000 employees, powering over 1 million people worldwide. Book your free demo today.

**Length:** 154 character(s)

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

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

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

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



## Meta Keywords

No Keywords

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

However, google can't use meta keywords.

[Personio: Unlock the Power of Your People](#)

[personio.com/](#)

Personio is an all-in-one HR software solution for companies from 10-2,000 employees, powering over 1 million people worldwide. Book your free demo today.

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

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

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

## Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	6	11	2	16	0

<H1> The flexible platform built for HR impact </H1>  
<H2> Manage all your HR processes in one place </H2>  
<H2> Upgrade your HR team from spreadsheets to strategy </H2>  
<H2> Why choose Personio? </H2>  
<H2> 12,000+ businesses seeing real returns </H2>  
<H2> Helpful HR content to get you started </H2>  
<H2> See Personio in action </H2>  
<H3> Recruit great talent, fast </H3>  
<H3> Automate daily HR tasks </H3>  
<H3> Retain and engage employees </H3>  
<H3> Connect to over 200 apps </H3>  
<H3> Without Personio </H3>  
<H3> With Personio </H3>  
<H3> Better employee experience </H3>  
<H3> Rapid ROI and support </H3>  
<H3> Connect to over 200 apps </H3>  
<H3> Compliance and data security </H3>  
<H3> Get exclusive insights, invites and more with our weekly HR newsletter </H3>  
<H4> Book your free demo </H4>  
<H4> Site Map </H4>  
<H5> Company </H5>  
<H5> Getting Started </H5>  
<H5> Support </H5>  
<H5> Legal Links </H5>  
<H5> Not a Customer yet? Contact Sales </H5>  
<H5> Careers at Personio </H5>  
<H5> Connect </H5>  
<H5> Company </H5>  
<H5> Getting Started </H5>  
<H5> Support </H5>  
<H5> Not a Customer yet? Contact Sales </H5>  
<H5> Careers at Personio </H5>  
<H5> Legal Links </H5>

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

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

## Keywords Cloud

personio 10 businesses 6 contact 6 demo 5 data 5  
 have 5 time 4 designed 4 employees 4 software 4  
 performance 3 work 3 find 3 employee 3 people 3

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

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

## Keyword Consistency

Keywords	Freq	Title	Desc	<H>
personio	10	✓	✓	✓
businesses	6	✗	✗	✓
contact	6	✗	✗	✓
demo	5	✗	✓	✓
data	5	✗	✗	✓
have	5	✗	✗	✗
time	4	✗	✗	✗
designed	4	✗	✗	✗
employees	4	✗	✓	✓
software	4	✗	✓	✗
performance	3	✗	✗	✗
work	3	✗	✗	✗
find	3	✗	✗	✗
employee	3	✗	✓	✓
people	3	✓	✓	✗

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

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

✔ **Alt Attribute**  
⚙️⚙️⚙️

We found 33 images on this web page  
✔ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).  
Also, more information to help them understand images, which can help them to appear in Google Images search results.

! **Text/HTML Ratio**  
⚙️⚙️⚙️

HTML to Text Ratio is: **1.52%**  
Text content size 6849 bytes  
Total HTML size 450964 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.  
A higher code to text ratio will increase your chances of getting a better rank in search engine results.

✔ **GZIP compression**  
⚙️⚙️⚙️

Wow! It's GZIP Enabled.  
✔ Your webpage is compressed from 440 KB to 83 KB (81.2 % size savings)



Gzip is a method of compressing files (making them smaller) for faster network transfers.  
It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 76.76.21.21 does not redirect to personio.com  


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

 **URL Rewrite** Good, all URLs look clean and friendly  


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

 **Underscores in the URLs** Great, you are not using underscores (these\_are\_underscores) in your URLs  


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



### WWW Resolve



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

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



### XML Sitemap



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

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

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



### Robots.txt



Good, you have Robots.txt file!  
<http://personio.com/robots.txt>

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

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



 **Embedded Objects** Perfect, no embedded objects has been detected on this page  


Embedded Objects such as Flash. It should only be used for specific enhancements.  
Although Flash content often looks nicer, it cannot be properly indexed by search engines.  
Avoid full Flash websites to maximize SEO.

 **Iframe** Oh no, iframe content has been detected on this page  


Frames can cause problems on your web page because search engines will not crawl or index the content within them.  
Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months  


Domain Age: 21 Years, 235 Days

Created Date: 24th-Oct-2002

Updated Date: 21st-Mar-2024

Expiry Date: 24th-Oct-2024

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.  
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



## Indexed Pages



Indexed pages in search engines

16,500 Page(s)

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

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



## Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

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

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



## URL

http://personio.com  
**Length:** 8 characters

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

A descriptive URL is better recognized by search engines.

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



## Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

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



## Custom 404 Page

Great, your website has a custom 404 error page.

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

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

 **Page Size**  


379 KB (World Wide Web average is 320 Kb)

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

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

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

 **Load Time**  


0.29 second(s)

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

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

 **Language**  


Good, you have declared your language  
Declared Language: English

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

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

● **Domain Availability**  
⚙⚙⚙

Domains (TLD)	Status
personio.net	Already Registered
personio.org	Already Registered
personio.biz	Already Registered
personio.us	Already Registered
personio.info	Already Registered

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

● **Typo Availability**  
⚙⚙⚙

Domains (TLD)	Status
oersonio.com	Available
lersonio.com	Available
pwrsonio.com	Available
psrsonio.com	Available
pdrsonio.com	Available

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



### Email Privacy



Email address has been found in plain text!

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

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



### Safe Browsing



The website is not blacklisted and looks safe to use.

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





## Mobile Friendliness



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

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



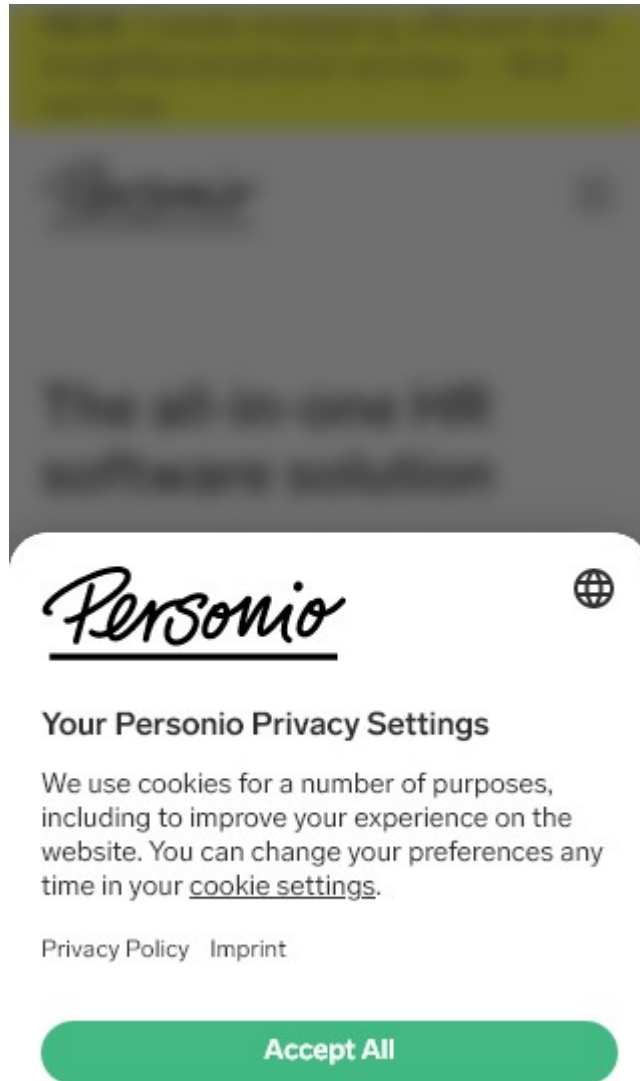
## Mobile Compatibility



Bad, embedded objects detected.

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

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



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

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

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



## Server IP

Server IP	Server Location	Service Provider
76.76.21.21	Not Available	Not Available

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

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

## Speed Tips

Tips for authoring fast-loading HTML pages:

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

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

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

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

## Analytics

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

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

 **Doc Type**  


Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.  
For example, what version of HTML the page is written in.  
Declaring a doctype helps web browsers to render content correctly.

 **W3C Validity**  


W3C not validated

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


 **Encoding**  


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



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

## Social Data

Your social media status

 Facebook:  Personiohr

 Twitter:  Personiohr

 Instagram:  Personio

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

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

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

## **Traffic Rank**

No Global Rank

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

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

## **Visitors Localization**

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

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

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

## **Estimated Worth**

\$10 USD

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

## In-Page Links

We found a total of 130 links including both internal & external links of your site

Anchor	Type	Follow
NEW: Run stress-free performance reviews that work your way - find out more	Internal Links	Dofollow
Contact our Sales Team	Internal Links	Dofollow
Support	Internal Links	Dofollow
Login	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
HR Management	Internal Links	Dofollow
Time Tracking	Internal Links	Dofollow
Absence Management	Internal Links	Dofollow
HR Helpdesk	Internal Links	Dofollow
Digital Employee File	Internal Links	Dofollow
On-/Offboarding	Internal Links	Dofollow
Whistleblowing	Internal Links	Dofollow
Personio Mobile App	Internal Links	Dofollow
Workforce Planning	Internal Links	Dofollow
Talent Management	Internal Links	Dofollow
Training	Internal Links	Dofollow
Applicant Tracking	Internal Links	Dofollow
Applicant Sourcing	Internal Links	Dofollow
Posting Bundles	Internal Links	Dofollow
Compensation Management	Internal Links	Dofollow
Surveys	Internal Links	Dofollow
Payroll	Internal Links	Dofollow
Preliminary Payroll	Internal Links	Dofollow
DATEV	Internal Links	Dofollow
Xero	Internal Links	Dofollow
Workflow Automation	Internal Links	Dofollow
Electronic Signature	Internal Links	Dofollow
People Analytics	Internal Links	Dofollow
Product Overview	Internal Links	Dofollow
Register here	Internal Links	Dofollow
For Small Businesses	Internal Links	Dofollow
For Medium Businesses	Internal Links	Dofollow
For Large Businesses	Internal Links	Dofollow
For Organisations	Internal Links	Dofollow
For Partners	Internal Links	Dofollow
Plans	Internal Links	Dofollow
About Us	Internal Links	Dofollow
Why Choose Personio?	Internal Links	Dofollow
Careers	Internal Links	Dofollow
HR Knowledge Hub	Internal Links	Dofollow
Blog	Internal Links	Dofollow
Workforce Pulse	Internal Links	Dofollow
HR Podcast	Internal Links	Dofollow
Events	Internal Links	Dofollow
HR Glossary	Internal Links	Dofollow
HR Masterclass Series	Internal Links	Dofollow

Customer Success Stories	Internal Links	Dofollow
Personio Premium Support	Internal Links	Dofollow
Customised Solutions	Internal Links	Dofollow
Book your demo	Internal Links	Dofollow
Sarah Thomas People Lead, Mindful Chef "A lot of other HR tools are really great at engagement and performance, but don't have a recruitment function. Or, they are really good at payroll but they don't have anything to do with performance. Personio offered a good balance of everything we needed." Learn more Learn more	Internal Links	Dofollow
HR software guide	Internal Links	Dofollow
Break the HR Cycle	Internal Links	Dofollow
HR toolkit for SMBs	Internal Links	Dofollow
privacy policy	Internal Links	Dofollow
Press	Internal Links	Dofollow
Personio Green	Internal Links	Dofollow
Diversity	Internal Links	Dofollow
Sustainability	Internal Links	Dofollow
FAQ	Internal Links	Dofollow
Security and Trust	Internal Links	Dofollow
Implementation Process	Internal Links	Dofollow
Customer Advisory Board	Internal Links	Dofollow
General Terms and Conditions	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Legal Notice	Internal Links	Dofollow
+44 20 3314 4377	Internal Links	Dofollow
Careers	Internal Links	Dofollow
Employee induction	Internal Links	Dofollow
HR Costs	Internal Links	Dofollow
Employer Branding	Internal Links	Dofollow
Recruitment KPIs	Internal Links	Dofollow
Performance Management Cycle	Internal Links	Dofollow
Notice Period Calculator	Internal Links	Dofollow
Corporate Culture	Internal Links	Dofollow
Talent Management	Internal Links	Dofollow
Remote Onboarding Process	Internal Links	Dofollow
New Employee Introduction Email	Internal Links	Dofollow
Onboarding	Internal Links	Dofollow
HRIS Software	Internal Links	Dofollow
Learning and Development (L&D)	Internal Links	Dofollow
Talent pool	Internal Links	Dofollow
Workforce Planning Tools	Internal Links	Dofollow
Zero Hour Contract	Internal Links	Dofollow
Exit interview	Internal Links	Dofollow
Org Chart	Internal Links	Dofollow
9 box grid	Internal Links	Dofollow
Performance review templates	Internal Links	Dofollow
Attrition Rate	Internal Links	Dofollow
Organisational Culture Models	Internal Links	Dofollow
Types of Leave	Internal Links	Dofollow
Time In Lieu (TOIL)	Internal Links	Dofollow
360 feedback	Internal Links	Dofollow
HR Business Partner (HRBP)	Internal Links	Dofollow
HR Department Structure	Internal Links	Dofollow
Performance review	Internal Links	Dofollow

Staff Holiday Planner	Internal Links	Dofollow
HR System	Internal Links	Dofollow
HR processes	Internal Links	Dofollow
Unpaid Leave	Internal Links	Dofollow
Probation review meeting	Internal Links	Dofollow
Strategic Human Resource Management	Internal Links	Dofollow
Career progression	Internal Links	Dofollow
Skills Matrix	Internal Links	Dofollow
Training Matrix	Internal Links	Dofollow
Interview Feedback Examples	Internal Links	Dofollow
HR Task Management	Internal Links	Dofollow
Approval Workflow Software	Internal Links	Dofollow
HR Templates	Internal Links	Dofollow
DE	External Links	Dofollow
FR	External Links	Dofollow
ES	External Links	Dofollow
IT	External Links	Dofollow
CH	External Links	Dofollow
NL	External Links	Dofollow
Integrations Marketplace	External Links	Dofollow
HUG on Tour	External Links	Dofollow
Voyager Community	External Links	Dofollow
Voyager Academy	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Personio Foundation	External Links	Dofollow
Product Updates	External Links	Dofollow
Developer Hub	External Links	Dofollow
LinkedIn	External Links	Dofollow
Facebook	External Links	Dofollow
Instagram	External Links	Dofollow
X	External Links	Dofollow

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

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

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



## Broken Links



Broken links were found on this web page

<http://personio.com/callto:+442033144377>

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