

Top Warnings & Suggestions

The below statistics, about the most common warnings and hints, is generated **daily** on the basis of the occurrence of the warning or hint. It does not consider the individual weighting of the warning or hint.

100% - Links on a website

By typing "link:www.anydomain.com" on Google, the links contained on the webpage indicated are displayed. Example: www.microsoft.com.
The popularity of the links can also be tested with <http://www.webmasterplus.org/popular/form.html> or <http://www.alexa.com>.
This test uses the services of <http://www.alexa.com>.

The popularity of a website is determined, among other things, by the quantity and quality of the relevant links. The former can be easily assessed with the above described search.

Further information:

<http://www.alexa.com>

<http://de.wikipedia.org/wiki/Pagerank>

100% - Google PageRank/Alexa Traffic Rank

The Alexa Traffic Rank gives a statement about the popularity of the tested website.

"The traffic rank is based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and is a combined measure of page views and users (reach). As a first step, Alexa computes the reach and number of page views for all sites on the Web on a daily basis. The main Alexa traffic rank is based on the geometric mean of these two quantities averaged over time (so that the rank of a site reflects both the number of users who visit that site as well as the number of pages on the site viewed by those users)."

Source and further information: www.alexa.com.

80.2% - *** Members only ***

This test result is available for registered users and Premium Members.
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70.7% - *** Members only ***

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69.0% - RSS or Atom Feed

RSS is a technique that allows users to subscribe to contents of a website such as news, reports, blogs, etc. Atom is a format competing with RSS.

Newly published content is regularly and automatically downloaded on the subscriber's computer or other devices thanks to RSS or Atom. This allows the subscriber to keep up to date.

Functions based on RSS are increasingly integrated in existing applications, like e-mail programmes or web browsers.

Further information:

https://developer.mozilla.org/en-US/docs/Web/RSS/Getting_Started/Syndicating

Acronyms:

RSS: Really Simple Syndication, also called Rich Site Summary or RDF Site Summary

62.6% - Valid XHTML

HTML is a mark-up language used to create websites, and is independent of platforms.

"HTML is not a programming language, since HTML does not allow to, say, control a robot, set a variable or programme a game." ([Quelle](#))

The display of invalid or incorrect documents depends on the software reading them (browser, roboter, screenreader, etc; see above). However, the display will vary greatly depending on the software, and this can lead to errors, often without the knowledge of the website manager, since it is impossible to test the website against all updates of all the software.

Non validated HTML source text can cause high costs, especially if it causes the software to look for an error or if the functionality and therefore the user experience is impacted.

Further information:

The validity of the HTML source text can be checked with a so-called 'validator'.

Examples:

- <http://validator.w3.org/> (a page of a web site)
- [Qualidator SiteAnalyzer](#) (all pages of a web site)

Further information

<http://blog.antikoerperchen.de/beitrag/28/validierung-wozu-warum-valider-html-code-wichtig-ist.html>

Acronyms:

HTML: HyperText Markup Language

60.4% - Image with Missing Width or Height

Missing height and width size of images is a typical error in HTML, which impacts the performance of the website. A precise definition of height and width allows a quicker download of the website, as the browser recognises the space needed for the image and can leave it empty.

Source and further information:

http://de.selfhtml.org/html/grafiken/einbinden.htm#breite_hoehe

57.7% - *** Members only ***

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57.5% - Visited Links

Marking previously visited hyperlinks helps users to identify which pages of the website have previously been read. In other words, according to Nielsen the navigation interface should answer three essential questions: "Where am I?", "Where have I been?" and "Where can I go?"

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger and "Designing Web Usability" by Jakob Nielsen

57.4% - Printer Friendliness

Web users often want to print the content of a page. Neat printing of the content (e.g. without having the borders cut off) can be achieved by implementing a print function and also by including stylesheets which have been optimised for printing.

Further information:

http://www.thestyleworks.de/tut-art/layout_print.shtml

56.8% - Spaghetti Markup

Separating design and structure of the website carries great advantages. The sharper the distinction, the more independent the two areas are. A lack of such a distinction is also called a "spaghetti mark-up" or a "tag-soup" (from the term "HTML tag").

Nowadays it is easy to save colours, type fonts, design images and to a large extent even the layout of the website in CSS files (CSS = Cascading Style Sheet).

Further information:

http://www.style-sheets.de/guide/grundlagen/warum_css
<http://www.vorsprungdurchwebstandards.de/theory/retro-coding/>

Hint for IT technicians: "Code" does not refer to javascript, but to HTML source.

56.7% - Correct Order of Headings

The titles need to be ordered in a systematic and logical way, i.e. there can be no jump going from h1 to h6. In addition, the first title must be h1.

Further information:

<http://www.vorsprungdurchwebstandards.de/theory/retro-coding/>
(Chapter: "Semantisch strukturiertes HTML" = "Semantically structured HTML")

56.2% - Number of Nameservers

DNS assigns an IP address to the names of servers on the internet. It is advisable, to increase the availability of a website, to use several name servers. RFC2182, section 5, suggests to use a minimum of 3 and a maximum of 7 name servers. Source and further information:

<https://www.rfc-editor.org/info/rfc2182>, and <https://www.rfc-editor.org>.

Acronyms:

DNS: Domain Name System

IP: Internet Protocol

52.0% - *** Members only ***

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41.7% - Image with Missing Alt Text

Alternative text is displayed if an image cannot be downloaded or if the mouse pointer is moved over the image*. The alternative text is on one hand important for visually impaired visitors, using an audio tool to read the content of the website and the alternative text of images.

On the other hand, alternative text can also be recognised by search engines.

Alternative text needs to be phrased in a meaningful manner, though it should not be a detailed description of the image.

Further information:

<http://www.bjoernsworld.de/html/alt-text.html>
<http://webdesign.crissov.de/alt-Text#Start>

* Internet Explorer shows alternative text as a tooltip if the mouse pointer is rested on the image. This is not prohibited but it can annoy page authors. It does also indicate that the alt-attribute refers to this tooltip, which is wrong. Should you want to add a

descriptive tooltip to your images, make use of the attribute "title".
Quelle: <http://de.selfhtml.org/html/grafiken/einbinden.htm#referenz>

40.8% - *** Members only ***

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38.7% - Resizable Fonts

Not all visually impaired people make use of technical support to navigate on the internet. The feature to increase fonts is an important element to ensure that all information of the website can be read by all users. Even people who are not visually impaired need to increase the font sometimes. At the same time, an increasing number of older people surf the web; they too need a feature to increase the font. To this purpose, it is important to define the font size not in pixel, but in percentage or "em".

Source and further information:
"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger

38.6% - Label for Form Elements

The logical connection between definition and form field is missing if the form fields lack an explicit title.

This means that in the instance of a linear form, it is not apparent which definition belongs to which fields. This is why the element `LABEL` was introduced with the attribute `for`, allowing the explicit definition for form fields.

Using the element `LABEL` allows Screen-Readerusers in particular to view the definition of the form field directly in the form field itself.

Source:
<http://www.barrierefreies-webdesign.de/knowhow/formulare/label.html>. Further information can be found in the W3C accessibility guidelines (12.4 Associate labels explicitly with their controls, Guideline 12, Accessibility Guidelines for Web Content 1.0, W3C recommendations 5th May 1999 <http://www.w3c.de/Trans/WAI/webinhalt.html>) und <http://de.selfhtml.org/html/formulare/strukturieren.htm>.

37.8% - Meta Description

"Description" is used to summarise the content of a HTML-page as short and incisive as possible. The content of this meta information is not shown to the user in the internet browser, but search engines do use them to a certain extent to evaluate the relevance of a site for the results page.

The description summarises the content in one sentence. The summaries are normally shown on the results page of search engines and contribute a great deal to the choice of web users.

Further information:
<http://de.selfhtml.org/html/kopfdaten/meta.htm#beschreibung>

34.7% - Headings Available

The content of the website needs to be well structured with logical and meaningful titles (h1, h2, h3...). Meaningful words which are important for the understanding of the text, need to be placed at the beginning of the title, as web users mainly only perceive the first few words of a title. Titles should be no longer than 60 characters.
Titles can also have a positive impact on search machine rankings.

Source and further information:
"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger.

30.8% - Adjacent Links

Accessibility guideline 10.5 for web content 1.0 W3C, dated 5th May 1999 states: "Until user agents (including assistive technologies) render adjacent links distinctly, include non-link, printable characters (surrounded by spaces) between adjacent links."
<http://www.w3.org/TR/WAI-WEBCONTENT>.

This means that subsequent links should be separated by a printable, non hyper-linked and free-standing character. The problem is easily solved by using a navigation list for the links `ul`. Additional characters can be added with CSS.

Further information:
<http://www.vorsprungdurchwebstandards.de/theory/accessibility-nachvorschrift/>;

29.6% - Popup

Pop-ups tend to annoy web users, as they appear suddenly and cannot be controlled. In addition, many users associate pop-ups with untrustworthy gambling and porn sites. User-friendly websites should therefore not include pop-ups, with the following exception: a print-preview of a page displayed as a pop-up.

Source:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger

Further information:

http://www.usability.ch/Alt_nav/Alertbox/NJ_20041206.htm

26.7% - *** Members only ***

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26.6% - Table Summary

Deprecated: "The

summary attribute is not supported in HTML5."

"The TABLE element takes an optional SUMMARY attribute to describe the purpose and/or structure of the table. The overview provided by the SUMMARY attribute is particularly helpful to users of non-visual browsers."

Source:

<http://htmlhelp.com/reference/html40/tables/table.html>

Further information:

<http://www.w3.org/TR/WCAG10-TECHS/#gl-table-markup>

26.3% - Intro page

Intros inhibit website users to access the information they were looking for. In addition they convey the impression that the website owners place more importance on the design than on the offer of information or solutions to their customers. A website needs to instantly communicate what it is about and what a user can expect to find. The website must also take account of the little time available to the website user. It should be noted that users spend in average only 2 minutes on a website.

An intro page to allow language or regional choice is unnecessary, as there is a possibility to identify this automatically. Javascript intros for re-directing and configuration purposes are also discouraged, even though users hardly notice them, as they have an impact on search engines and accessibility. Nowadays there are better alternatives to be used server-side.

Please note that you may not be able to see an intro page, depending on language settings, IP address and other user criteria. The intro page may, however, show for other users, and it is available for search engines, spiders and bots.

Source:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger

Further information:

<http://www.kundennutzen.ch/intros.php>

<http://nitzsche.info/de.pub-2-vorschaltseiten.php>

20.9% - Table Header

Table headers should be recognisable as such, since they perform a descriptive task. This allows disabled users an optimised user experience with tables. In addition, this allows a simple unified formatting of all tables on the website through CSS.

Tools:

[seven49.net Qualidierungs- und Validierungstool](#) (kostenlos)

Further information:

<http://edition-w3.de/TR/1999/REC-html401-19991224/struct/tables.html>,

<http://de.selfhtml.org/html/tabellen/aufbau.htm>,

<http://www.w3.org/TR/WCAG10-TECHS/#tech-table-headers>.

18.8% - Non changing page title.

Each page of a website should have its own page title, which reflects the content of the page itself. This carries many advantages, e.g. page titles are used for bookmarking and are read by search engines. Unique page titles therefore lead to search engine optimisation.

Further information:

<http://www.socialpatterns.com/search-engine-optimization/writing-better-titles/>

16.3% - Document Type Declaration

HTML is only one of a series of markup languages, though it is the best known one. HTML is relatively old and has seen various, rather different variations. The Document Type Declaration indicates which markup language and which version of it has been used. A sorting software, e.g. a web browser, can understand this indication.

Source and further information:

<http://de.selfhtml.org/html/allgemein/grundgeruest.htm>.

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11.1% - Missing Title

The website must contain a precise "title tag", a page title. This is based on the following:

- The title is displayed on the title bar of the browser window.
- The title is used when setting a bookmark (or favourite).
- The file title is shown in the browser in the list of pages previously searched.
- Many search engines offer the title as a hyperlink.
- Search engines use the content of the title for their search.
- Website users often only read the first words and should therefore have enough information about the website.

Therefore, default titles such as "untitled document" or "untitled page" or just "title" are not useful.

Further information:

<http://www.aboutwebdesign.de/awd/content/1089111663.shtml>
<http://ranta.info/ThemaTitle>

10.9% - HTML Class and ID Names

To abstract design from the structure and the content, HTML should contain classes. Classes are invisible to web site users, and allow to classify elements, paragraphs, areas, etc.

The website designer can select and re-format classes with a stylesheet. Classes are only necessary if they differentiate elements, paragraphs, areas, etc. A common mistake is for instance the classification of all elements of one type, which does not add any value but makes the HTML and CSS code unnecessarily long, complex and difficult to understand. Such cases are also referred to as "**Classitis**", see also

<http://www.bs-markup.de/blog/archiv/2005/06/30/dr-css/> .

Another typical error is the **wrong naming** of the classes.

An article detailing these problems can be found on the seven49.net - Papers.
/Web/de/Papers_Links/Bezeichnung_von_IDs_und_Klassen.htm

9.1% - Nameserver Location

Name servers should be placed in different physical locations.

"It is recommended that three servers be provided for most organisation level zones, with at least one which must be well removed from the others. For zones where even higher reliability is required, four, or even five, servers may be desirable. Two, or occasionally three of five, would be at the local site, with the others not geographically or topologically close to the site, or each other."

Source and further information regarding the amount and location of a second name server can be found in RFC2182 3.1.

<http://www.faqs.org/rfcs/rfc2182.html>

9.0% - Complex URLs

"Even though machine-level addressing like the URL should never have been exposed in the user interface, it is there and we have found that users actually try to decode the URLs of pages to infer the structure of web sites. Users do this because of the horrifying lack of support for navigation and sense of location in current web browsers. Thus, a URL should contain human-readable directory and file names that reflect the nature of the information space."

Source:

<http://www.useit.com/alertbox/9605a.html>

Further information:

<http://www.w3.org/QA/Tips/uri-choose>

8.6% - Broken Anchors

Broken bookmarks slow users down when looking for information.

Source and further information:

<http://de.selfhtml.org/html/verweise/projektintern.htm#anker>

7.9% - Text in all Upper Case

A text in upper case reduces the reading speed by approx. 10%. The single words of the text are not easily recognised by the eye, and the whole text blurs into a block. A text in upper case is perceived as aggressive, amateurish, childish and unprofessional. Use upper case only for short titles.

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger.

Compare also with Schriver, Karen in **Dynamics in Document Design**, page 274:

"When text is set in all capital letters, reading speed is slowed about 13 to 20 percent. Reading speed is optimal when uppercase and lowercase letters are used. When extra emphasis is needed, bold has been found to be a better cue than uppercase."

6.3% - Layout Tables

A table based layout carries many disadvantages if compared to a purely CSS layout. A CSS layout improves both accessibility and performance.

Further information:

A detailed article by Douglas Bowman can be found

on http://www.stopdesign.com/articles/throwing_tables/.

Hint for webmasters: Be sure that when embedding third party content, e.g. with iFrame, there are no layout tables included.

6.2% - Underline

Internet users expect hyperlinks to be either colour coded or underlined. Therefore, the tag "underline" should not be used for **non hyperlinked** text. Using the tag "underline" for non hyperlinked text confuses the user, making it more difficult to recognise genuine hyperlinks.

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen and Hora Loranger

http://www.usability.ch/Alt_nav/Alertbox/NJ_20040510.htm

5.7% - Suboptimal Target

When clicking on a link, web users expect to see the new page in the existing window. Most users lose control if there are several windows open, are unable to navigate back with the back function and get lost. At the same time, and this is particularly true for old computers, the system can get overloaded and crash if too many browser windows open. If new windows open but are not seen by the user, the perception is that the website does not work properly. Experienced users who want to open new windows know how to do this by using the function "Open (link in New Window)", or with similar comands.

There is one important exception to this rule: files in .PDF or other Office format can be opened in new windows. Users know to close them to return to the original window. In this case, users should be informed that a new window opened, and they should be given the opportunity to save the file.

Technical hint: For XHTML Strict in particular, there is the possibility to send a .PDF file with ContentType "application/pdf" and HTTP Header content-disposition: attachment; filename=filename.pdf, since there is no target attribute. This test does not take it into account yet, but this is a feasible solution.

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger

5.3% - *** Members only ***

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4.3% - Keywords - Think Phrases

Many web users use two to three search words. Particularly web users who are focused on their search use sentences rather than single keywords, in order to narrow the search.

Do not limit yourself with keywords, but use search phrases like "feed the dog" or "vaccinate the baby". For the most used search phrases, well known search engines and directories display special offers. As an example: www.yahoo.com on http://searchmarketing.yahoo.com/de_CH/rc/srch/oyr.php#.

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger

4.2% - Blank Images

Older web projects were often designed with so-called "empty images" (i.e. images without content, used as placeholder). This technique is now outdated and should be replaced with CSS features such as "Padding" and "Margin". This allows an increased performance of the website, as well as a strict separation between design and content, and an abstraction of the design from the structure.

Further information:

<http://seybold.jan-andresen.de/05killer.php>

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3.5% - Times Font

"Times New Roman" is the font mostly used in printing. For online usage, however, it is advised to use it with a size of 12 points or more. Basically, Nielsen does not advise to use it, as it is not perceived as being professional and does not appeal to any age group.

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger

2.6% - More Link

Names of links should be short, precise and meaningful. Links such as "more" or the die character sequence ">>" should be avoided, as the user should be specifically told what "more" can be expected.

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger; there are also good examples on <http://de.selfhtml.org/html/verweise/definieren.htm>

2.3% - "id" as parameter in URLs

Search engines do not include pages in their indexes which contain "?id=" or "&id=" in their URL or query string. Examples:

<http://www.anyaddress.com/index.html?id=727>

<http://www.anyaddress.com/products.aspx?category=3&id=7>

Google does actually index those pages since Autumn 2006, in contrast to their previous practice. Still, those URLs are not advisable since they do not specify how other objects are called, they mean nothing to users and they are not optimised for search engines. An additional tool is available for this test, which allows to highlight any warnings, tips and hints in the source text of the website. You can find this tool here:

<http://www.qualidator.com/Web/en/ProductsServices/SiteAnalyzer2.htm>

"If you decide to use dynamic pages (i.e., the URL contains a "?" character), be aware that not every search engine spider crawls dynamic pages as well as static pages. It helps to keep the parameters short and the number of them few."

Bad examples:

<http://www.irgendeineadresse.com/index.html?id=727>

<http://www.irgendeineadresse.com/products.aspx?category=3&id=7>

Source:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35769>

2.0% - Image Map (graphics file with clickable areas)

An image map is a graphics file with clickable areas to re-direct users. This means that single areas of the graphics file can be defined in such way that they act like a link in a text. By clicking on the specific area, the users are taken to an external URL or to pre-defined area of the website.

Image maps contain problems, especially when they contain barriers. A solution for barrier-free image maps can be found on <http://expertinnen-web.de/2006-115/barrierefreie-image-maps/>

Further information:

http://de.selfhtml.org/html/grafiken/verweis_sensitive.htm

1.7% - Frames

Frames break numerous conventions that web users had grown used to, e.g. the possibility to save a specific website as a favourite or to mail the direct URL to a friend. In addition, when viewed with older browsers, frames disable the 'Back' button and make it impossible to print out the webpage. Frames are to be avoided as far as possible, even though later generation browsers can handle them better.

Source:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger

Further information:

<http://www.html-faq.com/htmlframes/?FramesAreEvil>

1.4% - Meta Redirect

Automated re-directions are criticised because the target page is not accessible to the user.

Source and further

information: <http://de.selfhtml.org/html/kopfdaten/meta.htm#weiterleitung>.

1.3% - Link to Local Files

Links to web files placed on local files do not work, and are therefore classed as 'dead' links. Such links should be avoided.

0.9% - *** Members only ***

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0.8% - Bad Page Title

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- The title is used when setting a bookmark (or favourite).
- The file title is shown in the browser in the list of pages previously searched.
- Many search engines offer the title as a hyperlink.
- Search engines use the content of the title for their search.
- Website users often only read the first words and should therefore have enough information about the website.

Equally important is the choice of precise and meaningful titles. The content should be summarised in the title, helping users to find the information needed. According to Nielsen, titles should not be longer than 60 characters.

Source and further information:

"Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger and

<http://www.useit.com/alertbox/weblogs.html>,

<http://www.usability-now.com/suchmaschinenoptimierung/>.

0.2% - Blinking Elements

Blinking and moving text should be avoided. website users would like to read at their own pace and usually they class moving text as unimportant ads. Static text can be read quicker by users and does force them to wait for returning text. Furthermore, problems may arise when printing the page.

Source and further information: "Prioritizing Web Usability" by Jakob Nielsen/Hoa Loranger, as well as hints on <http://www.barrierefreies-webdesign.de/>

0.0% - Log on the international spam database

So called "black lists" are kept worldwide to avoid spam. The lists contain domains, e-mail addresses or IP addresses. Incoming e-mails can be treated separately if they are found to relate to one of the criteria listed. This can range from completely deny reception to a delay, from deletion to the marking as spam. Black lists can be kept locally or centrally on servers, in what is called a "Realtime Blackhole List" (RBL).

We are using [spamcop.net](#) for this test. There are many other blacklists available.

Further figures available on request.

Statistical data cannot be reused without previous consent by seven49.net AG and citation of the source.

Qualidator News & Hints

Qualidator SiteAnalyzer has achieved **"Windows 8 App Certification"** (Feb 2014)

HTML5 Validator for SiteAnalyzer

When upgrading to HTML 5 SiteAnalyzer helps you validating all pages of your website for issues.

[More infos and download](#)

HTTP Compression Test

HTTP Compression of HTML, JavaScript and CSS can now be tested directly in [SiteAnalyzer](#). Different User Agents are available in order to test the proper behavior.

Qualidator for SmartPhones

Qualidator.com has been optimized for the iPhone and other SmartPhones in the last few month. Check it out. [Feedback](#) welcome.

Do you already know the Qualidator® SiteAnalyzer?

The Qualidator® SiteAnalyzer is a Windows application, developed to allow a one step, page by page, automated validation of an entire web project (XHTML & CSS), and to review the quality by carrying out over 30 additional tests.



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Free Tools for you on qualidator.com

- [Text Diff](#)
- [WHOIS Lookup](#)
- [DNS-Report](#)
- [SinglePageAnalyzer](#)
- [HTMLOptimizer](#)
- [SiteAnalyzer - Basic version is free!](#)

Recommendation: Uptime Monitoring

Don't Let Downtimes Ruin Your Business!
Features: 24 x 7 x 365 Non-Stop Monitoring, Multi-Protocol Support, Downtime Notification via email and SMS, Global Monitoring Locations, Uptime & Performance Reports, False Alarm Elimination,.....

[Tell me more about the Monitoring Service](#)

Recommendation: HTML2PDF Rendering Service

Key Benefits

- Renders URLs of (dynamic)(x)html pages including CSS to PDF on the fly
- html2pdf is a Service NOT a class library or EXE
- Very easy to use

[Tell me more about the HTML2PDF Rendering Service](#)



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