



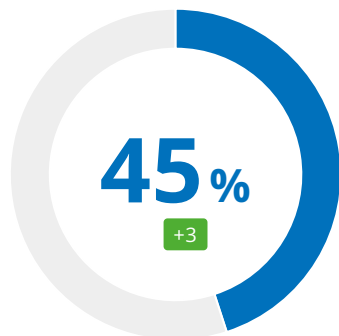
Site Audit: Full Report

OR Laser

Site Audit: Full Report

Subdomain: www.or-laser.com
User Agent: SEMrushBot-Desktop
Last Update: January 5, 2017
Crawled Pages: 3874

Total Score



Crawled Pages

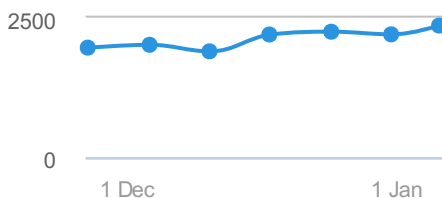
4149



Healthy (1205) Broken (9) Have issues (2669) Redirected (243)

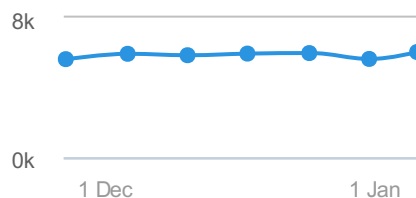
Errors

2358 +157



Warnings

6032 +397



Notices

639 +616



Top 3 Issues, Errors & Warnings

3126 images don't have alt attributes	warnings	37% of total errors & warnings
1759 hreflang conflicts within page source code	errors	21% of total errors & warnings
1686 pages have low text-HTML ratio	warnings	20% of total errors & warnings

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ERRORS

2358 +157

1759 hreflang conflicts within page source code

1759 +124

About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (rel="alternate" hreflang="x") attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location. It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article <https://support.google.com/webmasters/answer/189077?hl=en>. How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1. Conflicting hreflang and rel=canonical URLs. 2. Conflicting hreflang URLs. 3. No self-referencing hreflang URLs

397 internal links are broken

397 +3

About this issue: Broken internal links can cause a webpage to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website. Also, broken links prevent crawlers from indexing your site properly. As a result, your website rank may be downgraded. Please note that SEMrushBot may detect a working link as broken if your website blocks our crawler from accessing it. This may happen due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all the links reported as broken. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you may try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt.

54 pages have duplicate content issues

54 +26

About this issue: Webpages are considered duplicate if they contain identical or nearly identical content. Excessive duplicate content may confuse search engines as to which page to index and which one to prioritize in search results. Using duplicated content across multiple pages may lead to traffic loss and poor placement in search results, and it may even provoke search engines to ban your page. Please note that SEMrushBot may flag your webpages as duplicates if there is too much text in your website's navigation compared to the amount of unique text on your page. How to fix: Here are a few ways to fix duplicate content: 1. Provide some unique content on the webpage. 2. Remove duplicate content. 3. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results.

43 internal images are broken

43 +7

About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: Replace all broken images or delete them.

32 issues with duplicate title tags

32 +6

About this issue: SEMrushBot reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords.

28 pages have duplicate meta descriptions

28 +2

About this issue: SEMrushBot reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages.

28 external links are broken

28 -11

About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that SEMrushBot may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

9 pages returned 4XX status codes

9 0

About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that SEMrushBot may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all links reported as 4xx. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

5 pages couldn't be crawled

5 +2

About this issue: This issue indicates that SEMrushBot couldn't access the webpage because the server either timed out or refused/closed the connection before our crawler could receive a response. How to fix: Please contact your web hosting technical support team and ask them to fix the issue.

1 page has a WWW resolve issue

1 0

About this issue: Normally, a webpage can be accessed with or without adding www to its domain name. If you haven't specified which version should be prioritized, search engines will crawl both versions, and the link juice will be split between them. Therefore, none of your page versions will get high positions in search results. How to fix: Set your preferred version in Google Search Console.

1 sitemap.xml file has format errors

1 0

About this issue: If your sitemap.xml file has any errors, search engines will not be able to process the data it contains, and they will ignore it. How to fix: Review your sitemap.xml file and fix all errors.

Robots.txt file has format errors

1 0

About this issue: If your robots.txt file is poorly configured, it can lead to disastrous results. One mistake can damage your search rankings, ruining all your search engine optimization efforts. How to fix: Review your robots.txt file and fix all errors.

0 issues with incorrect hreflang links

0 0

0 issues with hreflang values

0 0

0 AMP pages have no canonical tag

0 0

0 pages have too large HTML size

0 0

This page has no viewport tag

0 0

0 wrong pages found in sitemap.xml

0 0

0 external images are broken

0 0

0 pages couldn't be crawled (incorrect URL formats)

0 0

0 pages couldn't be crawled (DNS resolution issues)

0 -2

0 pages don't have title tags

0 0

0 pages returned 5XX status codes

0

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WARNINGS

6032 +397

3126 images don't have alt attributes

About this issue: Alt attributes within `` tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. How to fix: Specify a relevant alternative attribute inside an `` tag for each image on your website, e.g., "``".

3126 +9

1686 pages have low text-HTML ratio

About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This warning is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

1686 +203

529 pages don't have an h1 heading

About this issue: While less important than `<title>` tags, h1 headings still help define your page's topic for search engines and users. If an `<h1>` tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an `<h1>` tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.

529 +24

243 pages have temporary redirects

About this issue: Temporary redirects (i.e., a 302 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/307 redirect with a 301/308 one.

243 +4

136 pages don't have doctype declared

About this issue: A webpage's doctype instructs web browsers which version of HTML or XHTML is being used. Declaring a doctype is extremely important in order for a page's content to load properly. If no doctype is specified, this may lead to various problems, such as messed up page content or slow page load speed, and, as a result, negatively affect user experience. How to fix: Specify a doctype for each of your pages by adding a `<!Doctype>` element (e.g., "`<!Doctype HTML5>`") to the very top of every webpage source, right before the `<html>` tag.

136 -30

126 pages have a low word count

About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.

126 +86

109 pages don't have meta descriptions

About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

109 +100

26 pages have more than one h1-heading

About this issue: Although multiple <h1> tags are allowed in HTML5, we still do not recommend that you use more than one <h1> tag per page. Including multiple <h1> tags may confuse users. How to fix: Use multiple <h2>-<h6> tags instead of an <h1>.

26 -7

25 pages have too much text within the title tags

About this issue: Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 75 characters or less.

25 +15

16 pages don't have enough text within the title tags

About this issue: Generally, using short titles on webpages is a recommended practice. However, keep in mind that titles containing 10 characters or less do not provide enough information about what your webpage is about and limit your page's potential to show up in search results for different keywords. How to fix: Add more descriptive text inside your page's <title> tag.

16 0

6 pages have too many parameters in their URLs

About this issue: Using too many URL parameters is not an SEO-friendly approach. Multiple parameters make URLs less enticing for users to click and may cause search engines to fail to index some of your most important pages. How to fix: Try to use no more than four parameters in your URLs.

6 -4

3 pages have slow load speed

About this issue: Page load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, SEMrushBot only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.

3 -3

Homepage does not use HTTPS encryption

About this issue: Google considers a website's security as a ranking factor. Websites that do not support HTTPS connections may be less prominent in Google's search results, while HTTPS-protected sites will rank higher with its search algorithms. How to fix: Switch your site to HTTPS.

1 0

Sitemap.xml not found

0 0

Sitemap.xml not indicated in robots.txt

0 0

0 internal links contain nofollow attributes

0 0

0 pages have underscores in the URL

0 0

0 pages contain frames

0 0

0 pages use Flash

0 0

0 pages don't have character encoding declared

0 0

0 pages pages have no hreflang and lang attributes

0 0

0 pages have too many on-page links

0 0

0 pages have duplicate H1 and title tags

0 0

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NOTICES

639 +616

616 external links contain nofollow attributes

About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

616 +616

23 pages blocked the SEMrush crawler

About this issue: If a page cannot be accessed by search engines, it will never appear in search results. A page can be blocked from crawling either by a robots.txt file or a noindex meta tag. How to fix: Make sure that pages with valuable content are not blocked from crawling by mistake.

23 0

0 pages have hreflang language mismatch issues

0 0

Robots.txt not found

0 0

URLs on 0 pages are too long

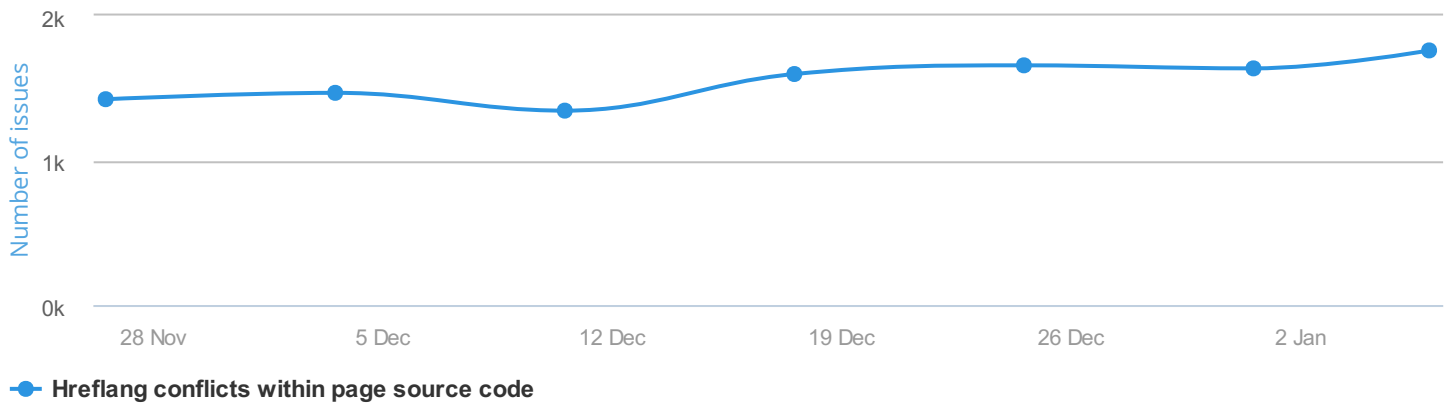
0 0

Hreflang conflicts within page source code

i About this issue: If you're running a multilingual website, it is necessary to help users from other countries find your content in the language that is most appropriate for them. This is where the hreflang (`rel="alternate" hreflang="x"`) attribute comes in handy. This attribute helps search engines understand which page should be shown to visitors based on their location. It is very important to properly synchronize your hreflang attributes within your page's source code, otherwise you may experience unexpected search engine behavior. For more information, see this article <https://support.google.com/webmasters/answer/189077?hl=en>. How to fix: To avoid any conflicts, we recommend that you review your hreflang attributes within your page's source code and fix any of the following issues: 1. Conflicting hreflang and `rel=canonical` URLs. 2. Conflicting hreflang URLs. 3. No self-referencing hreflang URLs

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Hreflang conflicts within page source code 100

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Page URL	Hreflang Value	Issue Type	Discovered
http://blog.or-laser.com	de	Conflicting hreflang and rel=canonical	5 Jan 2017 (17:21) [new]
	—	No self-referencing hreflang	
https://www.or-laser.com/cn/beschriftungslaser/mag-big-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/cn/beschriftungslaser/mag-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/cn/beschriftungslaser/mag-compact/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/cn/beschriftungslaser/mag-pro/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/cn/beschriftungslaser/orlas-portal/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/cn/lasersysteme/diodeline/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/cn/lasersysteme/eco-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)

Page URL	Hreflang Value	Issue Type	Discovered
https://www.or-laser.com//cn/lasersysteme/evo-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/lasersysteme/hts-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/lasersysteme/iq-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/lasersysteme/lasercab/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/lasersysteme/lrs-evo/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/lasersysteme/orlas-station/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/lasersysteme/piccolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/lasersysteme/robolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//cn/software/orlas-suite/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/beschriftungslaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/beschriftungslaser/mag-big-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/beschriftungslaser/mag-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/beschriftungslaser/mag-compact/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/beschriftungslaser/mag-pro/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/beschriftungslaser/orlas-portal/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/diodeline/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/eco-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/evo-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/hts-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/iq-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/lasercab/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/lrs-evo/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/orlas-station/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/piccolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/lasersysteme/robolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//de/software/orlas-suite/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com//en/lasersystems/diodeline/	—	No self-referencing hreflang	17 Dec 2016 (08:02)

Page URL	Hreflang Value	Issue Type	Discovered
https://www.or-laser.com/en/lasersystems/eco-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/lasersystems/evo-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/lasersystems/hts-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/lasersystems/iq-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/lasersystems/lasercab/	—	No self-referencing hreflang	31 Dec 2016 (08:15)
https://www.or-laser.com/en/lasersystems/lrs-evo/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/lasersystems/orlas-station/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/lasersystems/piccolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/lasersystems/robolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/marketing-laser/big-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/marketing-laser/mag-box/	—	No self-referencing hreflang	31 Dec 2016 (08:15)
https://www.or-laser.com/en/marketing-laser/mag-compact/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/marketing-laser/mag-pro/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/marketing-laser/orlas-portal/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/en/software/orlas-suite/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasers-de-marquage/mag-big-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasers-de-marquage/mag-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasers-de-marquage/mag-compact/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasers-de-marquage/mag-pro/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasers-de-marquage/orlas-portal/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/diodeline/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/eco-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/evo-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/hts-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/iq-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/lasercab/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/lrs-evo/	—	No self-referencing hreflang	17 Dec 2016 (08:02)

Page URL	Hreflang Value	Issue Type	Discovered
https://www.or-laser.com/fr/lasersysteme/orlas-station/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/piccolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/fr/lasersysteme/robolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/diodeline/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/eco-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/evo-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/hts-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/iq-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/lascab/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/lrs-evo/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/orlas-station/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/piccolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistema-laser/robolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-big-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-compact/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-pro/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/sistemi-di-marcatura-laser/orlas-portal/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/it/software/orlas-suite/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/beschriftungslaser/mag-big-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/beschriftungslaser/mag-box/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/beschriftungslaser/mag-compact/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/beschriftungslaser/mag-pro/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/beschriftungslaser/orlas-portal/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/diodeline/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/eco-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)

Page URL	Hreflang Value	Issue Type	Discovered
https://www.or-laser.com/jp/lasersysteme/evo-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/hts-mobile/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/iq-laser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/lascab/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/lrs-evo/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/orlas-station/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/piccolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/lasersysteme/robolaser/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/jp/software/orlas-suite/	—	No self-referencing hreflang	17 Dec 2016 (08:02)
https://www.or-laser.com/cn/	—	No self-referencing hreflang	10 Dec 2016 (08:05)
https://www.or-laser.com/cn/automobilindustrie/	—	No self-referencing hreflang	5 Nov 2016 (09:12)

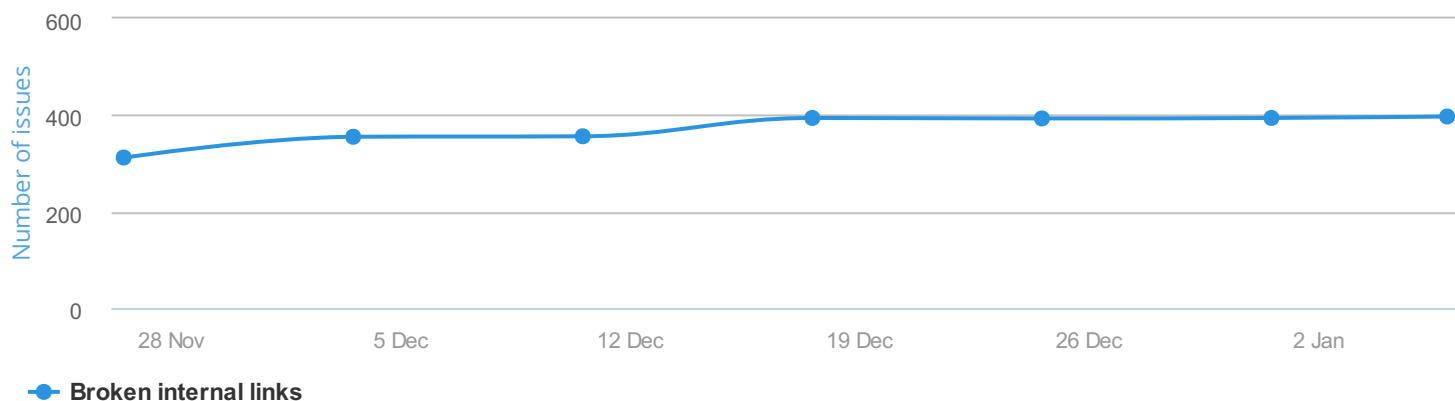
i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Broken internal links

i About this issue: Broken internal links can cause a webpage to return an error status. This can occur due to an incorrect or malformed URL, or because the page the link is leading to is broken or no longer exists, etc. Multiple broken internal links may discourage users from visiting other pages of your website. Also, broken links prevent crawlers from indexing your site properly. As a result, your website rank may be downgraded. Please note that SEMrushBot may detect a working link as broken if your website blocks our crawler from accessing it. This may happen due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all the links reported as broken. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you may try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Broken internal links 100

www.or-laser.com, SEMrushBot-Desktop

Page URL	Link URL	HTTP Code	Discovered
http://www.or-laser.com/cn/laserumschmelzen/	https://www.or-laser.com/cn/laserumschmelzen/	404	3 Sep 2016 (12:20)
http://www.or-laser.com/en/laser-remelting/	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
http://www.or-laser.com/jp/laserumschmelzen/	https://www.or-laser.com/jp/laserumschmelzen/	404	3 Sep 2016 (12:20)
http://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	https://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	404	16 Jul 2016 (15:00)
激光系统专用设备 - OR Laser https://www.or-laser.com/cn/spezialzubehoer/	https://www.or-laser.com/cn/spezialzubehoer/autofocus/	404	18 Jun 2016 (18:37)
激光系统专用设备 - OR Laser https://www.or-laser.com/cn/spezialzubehoer/?amp%3Bno_cache=1&%3Bprint=1&%3Btype=98	https://www.or-laser.com/cn/spezialzubehoer/autofocus/	404	5 Jan 2017 (17:21) [new]
激光系统专用设备 - OR Laser https://www.or-laser.com/cn/spezialzubehoer/?amp;no_cache=1&print=1&type=98	https://www.or-laser.com/cn/spezialzubehoer/autofocus/	404	31 Dec 2016 (08:15)
Facts Laser Engraving - OR Laser https://www.or-laser.com/en/facts-laser-engraving/	https://www.or-laser.com/en/facts-laser-engraving/llaser-engraving-leather/	404	10 Sep 2016 (12:20)
Accessoires spéciaux pour systèmes laser - OR Laser https://www.or-laser.com/fr/accessoires-spéciales/	https://www.or-laser.com/fr/accessoires-speciales/autofocus/	404	18 Jun 2016 (18:37)
Accessoires spéciaux pour systèmes laser - OR Laser https://www.or-laser.com/fr/accessoires-spéciales/?amp%3Bno_cache=1&%3Bprint=1&%3Btype=98	https://www.or-laser.com/fr/accessoires-speciales/autofocus/	404	5 Jan 2017 (17:21) [new]
Accessoires spéciaux pour systèmes laser - OR Laser https://www.or-laser.com/fr/accessoires-spéciales/?amp;no_cache=1&print=1&type=98	https://www.or-laser.com/fr/accessoires-speciales/autofocus/	404	15 Oct 2016 (11:21)
3d Laser Engraving - OR Laser https://www.or-laser.com/info/3d-laser-engraving	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
3D Laser Engraving Machine - OR Laser https://www.or-laser.com/info/3d-laser-engraving-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)

Page URL	Link URL	HTTP Code	Discovered
3d Laser Etching - OR Laser https://www.or-laser.com/info/3d-laser-etching	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
3d Laser Etching Machine - OR Laser https://www.or-laser.com/info/3d-laser-etching-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
3d Laser Machine - OR Laser https://www.or-laser.com/info/3d-laser-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
3D Laser Printer - OR Laser https://www.or-laser.com/info/3d-laser-printer	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Metal Printer For Sale - OR Laser https://www.or-laser.com/info/3d-metal-printer-for-sale	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Metal Printer Price - OR Laser https://www.or-laser.com/info/3d-metal-printer-price	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Metal Printers - OR Laser https://www.or-laser.com/info/3d-metal-printers	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Metal Printing - OR Laser https://www.or-laser.com/info/3d-metal-printing	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Print - OR Laser https://www.or-laser.com/info/3d-print	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
3D Print Metal - OR Laser https://www.or-laser.com/info/3d-print-metal	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Printed - OR Laser https://www.or-laser.com/info/3d-printed	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
3D Printed Metal - OR Laser https://www.or-laser.com/info/3d-printed-metal	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Printed Objects - OR Laser https://www.or-laser.com/info/3d-printed-objects	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
3 D Printer - OR Laser https://www.or-laser.com/info/3d-printer	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
3D Printer For Metal - OR Laser https://www.or-laser.com/info/3d-printer-for-metal	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printer Manufacturers - OR Laser https://www.or-laser.com/info/3d-printer-manufacturers	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Printer Material - OR Laser https://www.or-laser.com/info/3d-printer-material	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
3D Printer Metal - OR Laser https://www.or-laser.com/info/3d-printer-metal	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printer That Prints Metal - OR Laser https://www.or-laser.com/info/3d-printer-that-prints-metal	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Printers - OR Laser https://www.or-laser.com/info/3d-printers	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)

Page URL	Link URL	HTTP Code	Discovered
3 D Printing - OR Laser https://www.or-laser.com/info/3d-printing	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
3D Printing Additive Manufacturing - OR Laser https://www.or-laser.com/info/3d-printing-additive-manufacturing	https://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	404	16 Jul 2016 (15:00)
3D Printing Additive Manufacturing - OR Laser https://www.or-laser.com/info/3d-printing-additive-manufacturing	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
3D Printing Aluminum - OR Laser https://www.or-laser.com/info/3d-printing-aluminum	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printing And Additive Manufacturing - OR Laser https://www.or-laser.com/info/3d-printing-and-additive-manufacturing	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
3 D Printing Industry - OR Laser https://www.or-laser.com/info/3d-printing-industry	https://www.or-laser.com/en/laser-remelting/	404	29 Oct 2016 (08:36)
3 D Printing Machine - OR Laser https://www.or-laser.com/info/3d-printing-machine	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printing Machines - OR Laser https://www.or-laser.com/info/3d-printing-machines	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printing Manufacturing - OR Laser https://www.or-laser.com/info/3d-printing-manufacturing	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printing Metal - OR Laser https://www.or-laser.com/info/3d-printing-metal	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printing Metal Parts - OR Laser https://www.or-laser.com/info/3d-printing-metal-parts	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printing Process - OR Laser https://www.or-laser.com/info/3d-printing-process	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Printing Service - OR Laser https://www.or-laser.com/info/3d-printing-service	https://www.or-laser.com/en/laser-remelting/	404	5 Nov 2016 (09:12)
3D Printing Steel - OR Laser https://www.or-laser.com/info/3d-printing-steel	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Printing Technology - OR Laser https://www.or-laser.com/info/3d-printing-technology	https://www.or-laser.com/en/laser-remelting/	404	29 Oct 2016 (08:36)
3D Printing Titanium - OR Laser https://www.or-laser.com/info/3d-printing-titanium	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3D Printing With Metal - OR Laser https://www.or-laser.com/info/3d-printing-with-metal	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
3 D Prints - OR Laser https://www.or-laser.com/info/3d-prints	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Acrylic Laser Engraving - OR Laser https://www.or-laser.com/info/acrylic-laser-engraving	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)

Page URL	Link URL	HTTP Code	Discovered
Additive Layer Manufacturing - OR Laser https://www.or-laser.com/info/additive-layer-manufacturing	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Additive Machining - OR Laser https://www.or-laser.com/info/additive-machining	https://www.or-laser.com/en/laser-remelting/	404	1 Oct 2016 (11:53)
Additive Manufacturing - OR Laser https://www.or-laser.com/info/additive-manufacturing	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
Additive Manufacturing Companies - OR Laser https://www.or-laser.com/info/additive-manufacturing-companies	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Additive Manufacturing Definition - OR Laser https://www.or-laser.com/info/additive-manufacturing-definition	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Additive Manufacturing Machines - OR Laser https://www.or-laser.com/info/additive-manufacturing-machines	https://www.or-laser.com/en/laser-remelting/	404	8 Oct 2016 (11:22)
Additive Manufacturing Materials - OR Laser https://www.or-laser.com/info/additive-manufacturing-materials	https://www.or-laser.com/en/laser-remelting/	404	8 Oct 2016 (11:22)
Additive Manufacturing Metal - OR Laser https://www.or-laser.com/info/additive-manufacturing-metal	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Additive Manufacturing Processes - OR Laser https://www.or-laser.com/info/additive-manufacturing-processes	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Additive Manufacturing Technologies - OR Laser https://www.or-laser.com/info/additive-manufacturing-technologies	https://www.or-laser.com/en/laser-remelting/	404	1 Oct 2016 (11:53)
Additive Process - OR Laser https://www.or-laser.com/info/additive-process	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Aircraft Welding - OR Laser https://www.or-laser.com/info/aircraft-welding	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Aluminium Composite Cladding - OR Laser https://www.or-laser.com/info/aluminium-composite-cladding	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Aluminium Welding - OR Laser https://www.or-laser.com/info/aluminium-welding	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Aluminum 3D Printer - OR Laser https://www.or-laser.com/info/aluminum-3d-printer	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
Aluminum 3D Printing - OR Laser https://www.or-laser.com/info/aluminum-3d-printing	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
Aluminum Cladding - OR Laser https://www.or-laser.com/info/aluminum-cladding	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Aluminum Engraving Machine - OR Laser https://www.or-laser.com/info/aluminum-engraving-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)

Page URL	Link URL	HTTP Code	Discovered
Aluminum Spot Welding - OR Laser https://www.or-laser.com/info/aluminum-spot-welding	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Application Of Laser In Industry - OR Laser https://www.or-laser.com/info/application-of-laser-in-industry	https://www.or-laser.com/en/laser-remelting/	404	31 Dec 2016 (08:15)
Automatic Welding System - OR Laser https://www.or-laser.com/info/automatic-welding-system	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Best Laser Engraving Machine - OR Laser https://www.or-laser.com/info/best-laser-engraving-machine	https://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	404	5 Jan 2017 (17:21) [new]
Best Laser Engraving Machine - OR Laser https://www.or-laser.com/info/best-laser-engraving-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Buy Laser Machine - OR Laser https://www.or-laser.com/info/buy-laser-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Clad Aluminum - OR Laser https://www.or-laser.com/info/clad-aluminum	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Clad Metal - OR Laser https://www.or-laser.com/info/clad-metal	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Clad Welding - OR Laser https://www.or-laser.com/info/clad-welding	https://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	404	5 Nov 2016 (09:12)
Clad Welding - OR Laser https://www.or-laser.com/info/clad-welding	https://www.or-laser.com/en/laser-remelting/	404	5 Nov 2016 (09:12)
Cladding Materials - OR Laser https://www.or-laser.com/info/cladding-materials	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Cladding Metal - OR Laser https://www.or-laser.com/info/cladding-metal	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Cladding Systems - OR Laser https://www.or-laser.com/info/cladding-systems	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
CNC Laser - OR Laser https://www.or-laser.com/info/cnc-laser	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Cnc Laser Cladding - OR Laser https://www.or-laser.com/info/cnc-laser-cladding	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
CNC Laser Cutting Machine - OR Laser https://www.or-laser.com/info/cnc-laser-cutting-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Cnc Laser Engraver - OR Laser https://www.or-laser.com/info/cnc-laser-engraver	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
CNC Laser Machine - OR Laser https://www.or-laser.com/info/cnc-laser-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
CNC Laser Welding - OR Laser https://www.or-laser.com/info/cnc-laser-welding	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
CNC Lasers - OR Laser https://www.or-laser.com/info/cnc-lasers	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)

Page URL	Link URL	HTTP Code	Discovered
Commercial 3D Printers - OR Laser https://www.or-laser.com/info/commercial-3d-printers	https://www.or-laser.com/en/laser-remelting/	404	17 Dec 2016 (08:02)
Deep Laser Engraving - OR Laser https://www.or-laser.com/info/deep-laser-engraving	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Desktop Engraving Machine - OR Laser https://www.or-laser.com/info/desktop-engraving-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Desktop Laser Engraver - OR Laser https://www.or-laser.com/info/desktop-laser-engraver	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Desktop Laser Engraving Machine - OR Laser https://www.or-laser.com/info/desktop-laser-engraving-machine	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Diode Laser System - OR Laser https://www.or-laser.com/info/diode-laser-system	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Direct Manufacturing - OR Laser https://www.or-laser.com/info/direct-manufacturing	https://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	404	5 Jan 2017 (17:21) [new]
Direct Manufacturing - OR Laser https://www.or-laser.com/info/direct-manufacturing	https://www.or-laser.com/en/laser-remelting/	404	3 Dec 2016 (08:09)
Direct Part Marking - OR Laser https://www.or-laser.com/info/direct-part-marking	https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
Engraver Machine For Sale - OR Laser https://www.or-laser.com/info/engraver-machine-for-sale	https://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	404	16 Jul 2016 (15:00)

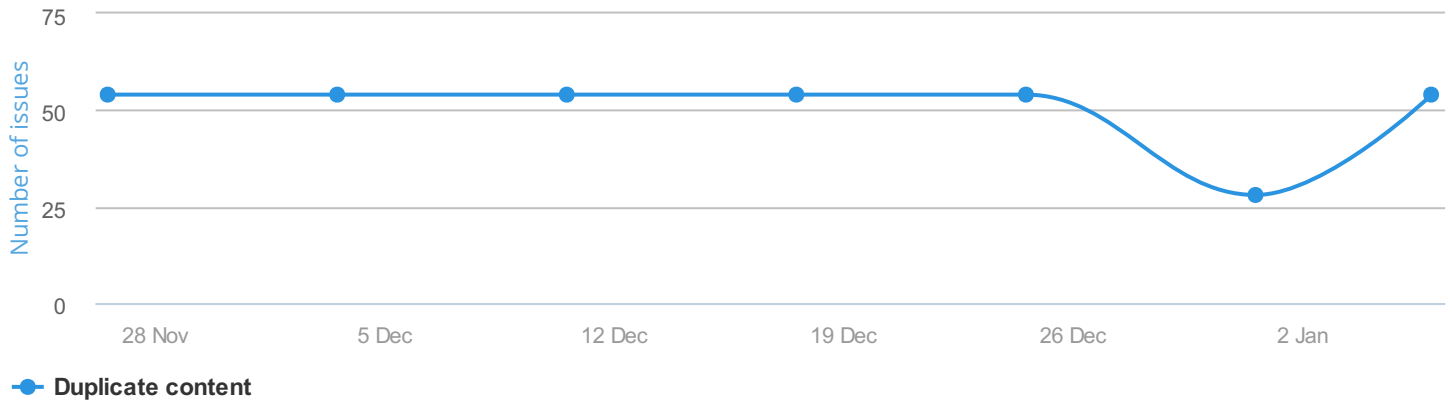
i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Duplicate content

i About this issue: Webpages are considered duplicate if they contain identical or nearly identical content. Excessive duplicate content may confuse search engines as to which page to index and which one to prioritize in search results. Using duplicated content across multiple pages may lead to traffic loss and poor placement in search results, and it may even provoke search engines to ban your page. Please note that SEMrushBot may flag your webpages as duplicates if there is too much text in your website's navigation compared to the amount of unique text on your page. How to fix: Here are a few ways to fix duplicate content: 1. Provide some unique content on the webpage. 2. Remove duplicate content. 3. Add a rel="canonical" link to one of your duplicate pages to inform search engines which page to show in search results.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Duplicate content 54

www.or-laser.com, SEMrushBot-Desktop

Page URL	Similar Pages	Discovered
OR Laser Blog - http://blog.or-laser.com/de/	2	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog http://blog.or-laser.com/de/author/e-herrmann/	2	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog - Seite 2 von 2 http://blog.or-laser.com/de/author/e-herrmann/page/2/	2	5 Jan 2017 (17:21) [new]
Unkategorisiert Archive - OR Laser Blog http://blog.or-laser.com/de/category/unkategorisiert/	2	5 Jan 2017 (17:21) [new]
Unkategorisiert Archive - Seite 2 von 2 - OR Laser Blog http://blog.or-laser.com/de/category/unkategorisiert/page/2/	2	5 Jan 2017 (17:21) [new]
OR Laser Blog - Seite 2 von 2 - http://blog.or-laser.com/de/page/2/	2	5 Jan 2017 (17:21) [new]
Direct Metal Deposition Archive - OR Laser Blog http://blog.or-laser.com/de/tag/direct-metal-deposition/	1	5 Jan 2017 (17:21) [new]
laserbearbeitungssoftware Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserbearbeitungssoftware/	2	5 Jan 2017 (17:21) [new]
Lasergraviermaschine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasergraviermaschine/	1	5 Jan 2017 (17:21) [new]
Lasergravur Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasergravur/	1	5 Jan 2017 (17:21) [new]
lasermarkieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasermarkieren/	1	5 Jan 2017 (17:21) [new]
Lasermarkiermaschine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasermarkiermaschine/	1	5 Jan 2017 (17:21) [new]
Orlas Suite Archive - OR Laser Blog http://blog.or-laser.com/de/tag/orlas-suite/	2	5 Jan 2017 (17:21) [new]

Page URL	Similar Pages	Discovered
Pulverdüse Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverduese/	1	5 Jan 2017 (17:21) [new]
software zur lasermaterialbearbeitung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/software-zur-lasermaterialbearbeitung/	2	5 Jan 2017 (17:21) [new]
OR Laser Blog - http://blog.or-laser.com/en/	2	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog http://blog.or-laser.com/en/author/e-herrmann/	2	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog - Page 2 of 2 http://blog.or-laser.com/en/author/e-herrmann/page/2/	2	5 Jan 2017 (17:21) [new]
Uncategorized Archive - OR Laser Blog http://blog.or-laser.com/en/category/uncategorized/	2	5 Jan 2017 (17:21) [new]
Uncategorized Archive - Page 2 of 2 - OR Laser Blog http://blog.or-laser.com/en/category/uncategorized/page/2/	2	5 Jan 2017 (17:21) [new]
OR Laser Blog - Page 2 of 2 - http://blog.or-laser.com/en/page/2/	2	5 Jan 2017 (17:21) [new]
laser engraving machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving-machine/	1	5 Jan 2017 (17:21) [new]
laser marking machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-marking-machine/	1	5 Jan 2017 (17:21) [new]
mobile laser welder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welder/	2	5 Jan 2017 (17:21) [new]
mobile laser welding system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welding-system/	2	5 Jan 2017 (17:21) [new]
mobile laserwelder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laserwelder/	2	5 Jan 2017 (17:21) [new]
Hottest Deal: Amazon-Gutscheine bis zu 150 € geschenkt! https://www.or-laser.com/de/news/hottest-deal-amazon-gutscheine-bis-zu-150-EUR-geschenkt-1/	1	16 Jul 2016 (15:00)
Hottest Deal: Amazon-Gutscheine bis zu 150 € geschenkt! https://www.or-laser.com/de/news/hottest-deal-amazon-gutscheine-bis-zu-150-EUR-geschenkt/	1	16 Jul 2016 (15:00)
Konstrukteur (m/w) https://www.or-laser.com/de/news/jobs/konstrukteur-mw/	1	16 Jul 2016 (15:00)
Masterstudent/in (m/w) https://www.or-laser.com/de/news/jobs/masterstudentin-mw/	1	16 Jul 2016 (15:00)
Vertriebssachbearbeiter (m/w) https://www.or-laser.com/de/news/jobs/vertriebssachbearbeiter-mw/	1	16 Jul 2016 (15:00)
Konstrukteur (m/w) https://www.or-laser.com/de/news/konstrukteur-mw/	1	16 Jul 2016 (15:00)
Masterstudent/in (m/w) https://www.or-laser.com/de/news/masterstudentin-mw/	1	16 Jul 2016 (15:00)

Page URL	Similar Pages	Discovered
Vertriebsfachbearbeiter (m/w) https://www.or-laser.com/de/news/vertriebssachbearbeiter-mw/	1	16 Jul 2016 (15:00)
News https://www.or-laser.com/en/news/die-produktionsabteilung-von-or-laser/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/diodenlaser-vs-faserlaser-eine-kurze-einfuehrung/	10	24 Dec 2016 (08:06)
EVO Models: Welding made easy https://www.or-laser.com/en/news/evo-models-welding-made-easy/	10	27 Aug 2016 (12:49)
News https://www.or-laser.com/en/news/glanzleistung-in-der-praxis-zahntechnik-blank-und-der-picco-laser/	10	24 Dec 2016 (08:06)
Hottest Deal: Amazon vouchers of up to €150 as presents! https://www.or-laser.com/en/news/hottest-deal-amazon-vouchers-of-up-to-EUR150-as-presents/	10	31 Dec 2016 (08:15)
Hottest Deals: Amazon vouchers of up to €150 as presents! https://www.or-laser.com/en/news/hottest-deals-amazon-vouchers-of-up-to-EUR150-as-presents/	10	5 Nov 2016 (09:12)
Jobs https://www.or-laser.com/en/news/jobs/konstrukteur-mw/	10	24 Sep 2016 (11:52)
Jobs https://www.or-laser.com/en/news/jobs/masterstudentin-mw/	10	24 Dec 2016 (08:06)
Jobs https://www.or-laser.com/en/news/jobs/vertriebssachbearbeiter-mw/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/konstrukteur-mw/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/masterstudentin-mw/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/or-laser-goes-oekostrom/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/or-laser-stellt-vor-die-mechanische-fertigung/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/or-laser-suite-innovative-software-fuer-schweissbahnerstellung/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/orlas-suite-unter-den-best-of-der-eingereichten-projekte-beim-innovationspreis/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/schweisstec-messe-in-stuttgart-uebertrifft-alle-erwartungen/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/translate-to-english-or-laser-zeigt-biss-bei-infotagen-dentalfachhandl/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/vertriebssachbearbeiter-mw/	10	24 Dec 2016 (08:06)
News https://www.or-laser.com/en/news/zur-reparatur-u-modifikation-laserauftragschweissen/	10	24 Dec 2016 (08:06)

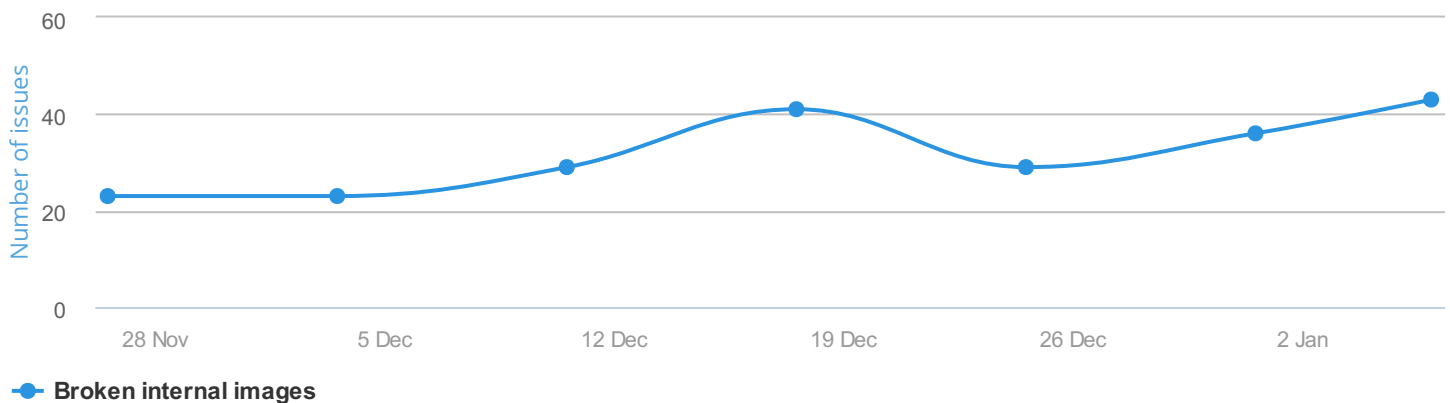
Page URL	Similar Pages	Discovered
Press Releases https://www.or-laser.com/en/press/press-releases/or-lasertechnologie-auf-der-moulding-expo-2015/	10	5 Jan 2017 (17:21) [new]

Broken internal images

i About this issue: An internal broken image is an image that can't be displayed because it no longer exists, its URL is misspelled, or because the file path is not valid. Broken images may jeopardize your search rankings because they provide a poor user experience and signal to search engines that your page is low quality. How to fix: Replace all broken images or delete them.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Broken internal images 43

www.or-laser.com, SEMrushBot-Desktop

Page URL	Link URL	HTTP Code	Discovered
MAG盒 : 安全和清潔激光打標 - OR Laser https://www.or-laser.com/cn/beschriftungslaser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_cn.JPG	404	17 Dec 2016 (08:02)
DIODELINE - OR Laser https://www.or-laser.com/cn/lasersysteme/diodeline/	https://www.or-laser.com/fileadmin/images/Laser/EVO_MOBILE_DIODE_LINE/tastatur.jpg	404	17 Dec 2016 (08:02)
ROBOLASER - OR Laser https://www.or-laser.com/cn/lasersysteme/robolaser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	17 Dec 2016 (08:02)
MAG BOX: Safe and clean laser marking - OR Laser https://www.or-laser.com/en/marking-laser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_e_n.JPG	404	17 Dec 2016 (08:02)
MAG BOX: laser sûr et propre marquage - OR Laser https://www.or-laser.com/fr/lasers-de-marquage/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_fr.JPG	404	17 Dec 2016 (08:02)
ROBOLASER - OR Laser https://www.or-laser.com/it/sistema-laser/robolaser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	17 Dec 2016 (08:02)

Page URL	Link URL	HTTP Code	Discovered
MAG BOX: Sicuro e pulito marcatura laser - OR Laser https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_it.JPG	404	17 Dec 2016 (08:02)
MAGボックス：安全で清潔なレーザーマーキング - OR Laser https://www.or-laser.com/jjp/beschriftungslaser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_jn.JPG	404	17 Dec 2016 (08:02)
ROBOLASER - OR Laser https://www.or-laser.com/jjp/lasersysteme/robolaser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	17 Dec 2016 (08:02)
MAG盒：安全和清潔激光打標 - OR Laser https://www.or-laser.com/cn/beschriftungslaser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_cn.JPG	404	18 Jun 2016 (18:37)
MAG盒：安全和清潔激光打標 - OR Laser https://www.or-laser.com/cn/beschriftungslaser/mag-box/article/quick-variable-standard-material-database-for-mag-laser-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_cn.JPG	404	5 Jan 2017 (17:21) [new]
MAG盒：安全和清潔激光打標 - OR Laser https://www.or-laser.com/cn/beschriftungslaser/mag-box/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_cn.JPG	404	5 Jan 2017 (17:21) [new]
DIODELINE - OR Laser https://www.or-laser.com/cn/lasersysteme/diodeline/	https://www.or-laser.com/fileadmin/images/Laser/EVO_MOBILE_DIODE_LINE/tastatur.jpg	404	18 Jun 2016 (18:37)
DIODELINE - OR Laser https://www.or-laser.com/cn/lasersysteme/diodeline/article/maximum-flexibility-with-the-latest-cnc-rotational-axis/	https://www.or-laser.com/fileadmin/images/Laser/EVO_MOBILE_DIODE_LINE/tastatur.jpg	404	5 Jan 2017 (17:21) [new]
DIODELINE - OR Laser https://www.or-laser.com/cn/lasersysteme/diodeline/article/quick-variable-standard-material-database-for-mag-laser-1/	https://www.or-laser.com/fileadmin/images/Laser/EVO_MOBILE_DIODE_LINE/tastatur.jpg	404	5 Jan 2017 (17:21) [new]
ROBOLASER - OR Laser https://www.or-laser.com/cn/lasersysteme/robolaser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	18 Jun 2016 (18:37)
ROBOLASER - OR Laser https://www.or-laser.com/cn/lasersysteme/robolaser/article/on-site-in-japan-new-branch-office-in-tokyo/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	5 Jan 2017 (17:21) [new]
ROBOLASER - OR Laser https://www.or-laser.com/cn/lasersysteme/robolaser/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	5 Jan 2017 (17:21) [new]
Laserschneiden: Das Trennverfahren schneidet gut ab https://www.or-laser.com/de/news/laserschneiden-das-trennverfahren-schneidet-gut-ab/	https://www.or-laser.com/typo3temp/pics/93c6051504.jpg	404	18 Jun 2016 (18:37)
Partnerschaft: OR Laser und Dental Servicebetriebe e.V. https://www.or-laser.com/de/news/partnerschaft-or-laser-und-dental-servicebetriebe-ev/	https://www.or-laser.com/typo3temp/pics/70111606ed.png	404	18 Jun 2016 (18:37)
MAG BOX: Safe and clean laser marking - OR Laser https://www.or-laser.com/en/marketing-laser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_en.JPG	404	18 Jun 2016 (18:37)
MAG BOX: Safe and clean laser marking - OR Laser https://www.or-laser.com/en/marketing-laser/mag-box/?amp;no_cache=1&print=1&type=98	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_en.JPG	404	5 Jan 2017 (17:21) [new]

Page URL	Link URL	HTTP Code	Discovered
MAG BOX: Safe and clean laser marking - OR Laser https://www.or-laser.com/en/marketing-laser/mag-box/article/quick-variable-standard-material-database-for-mag-laser-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_e_n.JPG	404	5 Jan 2017 (17:21) [new]
MAG BOX: Safe and clean laser marking - OR Laser https://www.or-laser.com/en/marketing-laser/mag-box/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_e_n.JPG	404	5 Jan 2017 (17:21) [new]
Partnership: OR Laser and Dental Servicebetriebe e.V. https://www.or-laser.com/en/news/partnership-or-laser-and-dental-servicebetriebe-ev-1/	https://www.or-laser.com/typo3temp/pics/70111606ed.png	404	18 Jun 2016 (18:37)
MAG BOX: laser sûr et propre marquage - OR Laser https://www.or-laser.com/fr/lasers-de-marquage/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_fr.JPG	404	18 Jun 2016 (18:37)
MAG BOX: laser sûr et propre marquage - OR Laser https://www.or-laser.com/fr/lasers-de-marquage/mag-box/?amp;no_cache=1&print=1&type=98	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_fr.JPG	404	5 Jan 2017 (17:21) [new]
MAG BOX: laser sûr et propre marquage - OR Laser https://www.or-laser.com/fr/lasers-de-marquage/mag-box/article/quick-variable-standard-material-database-for-mag-laser-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_fr.JPG	404	5 Jan 2017 (17:21) [new]
MAG BOX: laser sûr et propre marquage - OR Laser https://www.or-laser.com/fr/lasers-de-marquage/mag-box/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_fr.JPG	404	5 Jan 2017 (17:21) [new]
Marcatura laser - OR Laser https://www.or-laser.com/it/incisioni-laser/marcatura-laser/	https://www.or-laser.com/fileadmin/images/icons/anwendungen/icon-verfaerben.jpg	404	18 Jun 2016 (18:37)
Marcatura laser - OR Laser https://www.or-laser.com/it/incisioni-laser/marcatura-laser/	https://www.or-laser.com/fileadmin/images/icons/anwendungen/icon-anlassen.jpg	404	18 Jun 2016 (18:37)
Marcatura laser - OR Laser https://www.or-laser.com/it/incisioni-laser/marcatura-laser/	https://www.or-laser.com/fileadmin/images/icons/anwendungen/icon-markieren.jpg	404	18 Jun 2016 (18:37)
ROBOLASER - OR Laser https://www.or-laser.com/it/sistema-laser/robolaser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	18 Jun 2016 (18:37)
ROBOLASER - OR Laser https://www.or-laser.com/it/sistema-laser/robolaser/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	5 Jan 2017 (17:21) [new]
MAG BOX: Sicuro e pulito marcatura laser - OR Laser https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_it.JPG	404	18 Jun 2016 (18:37)
MAG BOX: Sicuro e pulito marcatura laser - OR Laser https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-box/?amp;no_cache=1&print=1&type=98	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_it.JPG	404	5 Jan 2017 (17:21) [new]
MAG BOX: Sicuro e pulito marcatura laser - OR Laser https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-box/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_it.JPG	404	5 Jan 2017 (17:21) [new]
MAGボックス：安全で清潔なレーザーマーキング - OR Laser https://www.or-laser.com/jp/beschriftungslaser/mag-box/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_jn.JPG	404	18 Jun 2016 (18:37)

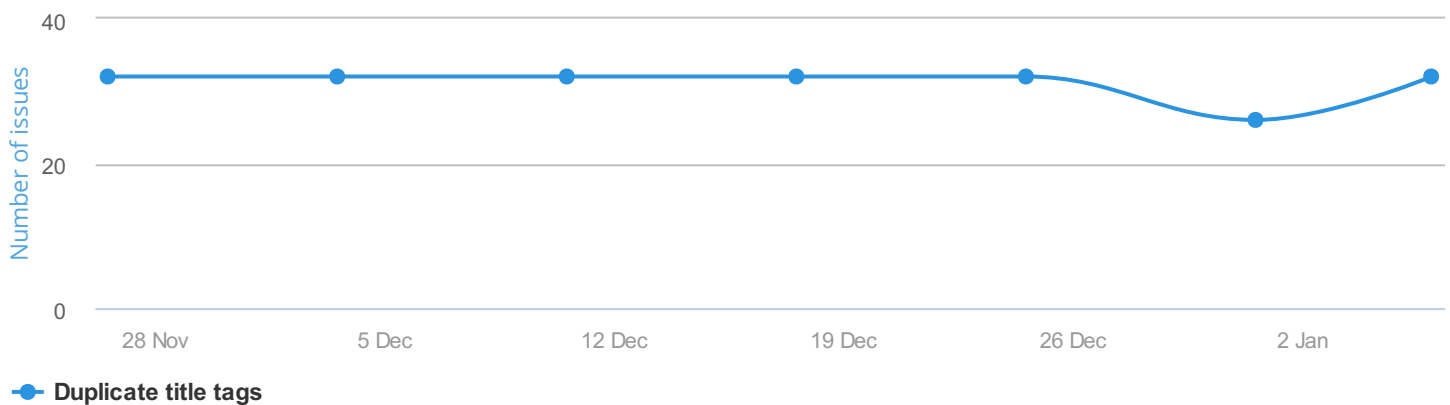
Page URL	Link URL	HTTP Code	Discovered
MAGボックス：安全で清潔なレーザーマーキング - OR Laser https://www.or-laser.com/jp/beschriftungslaser/mag-box/?amp;no_cache=1&print=1&type=98	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_jn.JPG	404	5 Jan 2017 (17:21) [new]
MAGボックス：安全で清潔なレーザーマーキング - OR Laser https://www.or-laser.com/jp/beschriftungslaser/mag-box/article/quick-variable-standard-material-database-for-mag-laser-1/	https://www.or-laser.com/fileadmin/images/all_e_lasser/MaG/Mag_Box_Anwendungsbeispiele_jn.JPG	404	5 Jan 2017 (17:21) [new]
ROBOLASER - OR Laser https://www.or-laser.com/jp/lasersysteme/robolaser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	18 Jun 2016 (18:37)
ROBOLASER - OR Laser https://www.or-laser.com/jp/lasersysteme/robolaser/article/on-site-in-japan-new-branch-office-in-tokyo/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	5 Jan 2017 (17:21) [new]
ROBOLASER - OR Laser https://www.or-laser.com/jp/lasersysteme/robolaser/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	https://www.or-laser.com/fileadmin/images/all_e_lasser/ROBOLASER/Schweissen.jpg	404	5 Jan 2017 (17:21) [new]

Duplicate title tags

- i** About this issue: SEMrushBot reports pages that have duplicate title tags only if they are exact matches. Duplicate <title> tags make it difficult for search engines to determine which of a website's pages is relevant for a specific search query, and which one should be prioritized in search results. Pages with duplicate titles have a lower chance of ranking well and are at risk of being banned. Moreover, identical <title> tags confuse users as to which webpage they should follow. How to fix: Provide a unique and concise title for each of your pages that contains your most important keywords.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Duplicate title tags 32

www.or-laser.com, SEMrushBot-Desktop

Page URL	Pages with the same title	Discovered
OR Laser Blog - http://blog.or-laser.com/en/	2	5 Jan 2017 (17:21) [new]

Page URL	Pages with the same title	Discovered
Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/en/tag/additive-fertigung-en/	2	5 Jan 2017 (17:21) [new]
OR Laser Blog - http://blog.or-laser.com/de/	2	5 Jan 2017 (17:21) [new]
Vertriebssachbearbeiter (m/w) https://www.or-laser.com/de/news/vertriebssachbearbeiter-mw/	2	5 Jan 2017 (17:21) [new]
Konstrukteur (m/w) https://www.or-laser.com/de/news/konstrukteur-mw/	2	5 Jan 2017 (17:21) [new]
Masterstudent/in (m/w) https://www.or-laser.com/de/news/masterstudentin-mw/	2	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog http://blog.or-laser.com/de/author/e-herrmann/	2	5 Jan 2017 (17:21) [new]
Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/additive-fertigung/	2	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/vertriebssachbearbeiter-mw/	10	5 Jan 2017 (17:21) [new]
Masterstudent/in (m/w) https://www.or-laser.com/de/news/jobs/masterstudentin-mw/	2	5 Jan 2017 (17:21) [new]
Konstrukteur (m/w) https://www.or-laser.com/de/news/jobs/konstrukteur-mw/	2	5 Jan 2017 (17:21) [new]
Vertriebssachbearbeiter (m/w) https://www.or-laser.com/de/news/jobs/vertriebssachbearbeiter-mw/	2	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/konstrukteur-mw/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/masterstudentin-mw/	10	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog http://blog.or-laser.com/en/author/e-herrmann/	2	5 Jan 2017 (17:21) [new]
Jobs https://www.or-laser.com/en/news/jobs/masterstudentin-mw/	3	5 Jan 2017 (17:21) [new]
Jobs https://www.or-laser.com/en/news/jobs/konstrukteur-mw/	3	5 Jan 2017 (17:21) [new]
Jobs https://www.or-laser.com/en/news/jobs/vertriebssachbearbeiter-mw/	3	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/orlas-suite-unter-den-best-of-der-eingereichten-projekte-bei-m-innovationspreis/	10	5 Jan 2017 (17:21) [new]
Ausbildung bei OR Laser: Eine Investition in die Zukunft https://www.or-laser.com/de/news/ausbildung-bei-or-laser-eine-investition-in-die-zukunft/	2	5 Jan 2017 (17:21) [new]

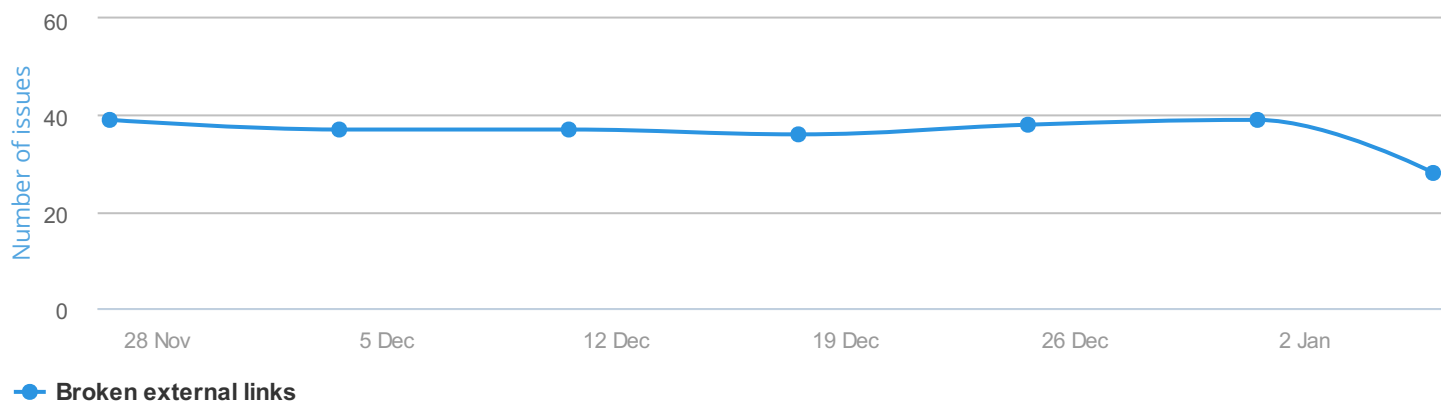
Page URL	Pages with the same title	Discovered
News https://www.or-laser.com/en/news/glanzleistung-in-der-praxis-zahntechnik-blank-und-der-picco-laser/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/diodenlaser-vs-faserlaser-eine-kurze-einfuehrung/	10	5 Jan 2017 (17:21) [new]
Hottest Deal: Amazon-Gutscheine bis zu 150 € geschenkt! https://www.or-laser.com/de/news/hottest-deal-amazon-gutscheine-bis-zu-150-EUR-geschenkt/	2	5 Jan 2017 (17:21) [new]
Ausbildung bei OR Laser: Eine Investition in die Zukunft https://www.or-laser.com/de/news/ausbildung-bei-or-laser-eine-investition-in-die-zukunft-1/	2	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/or-laser-stellt-vor-die-mechanische-fertigung/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/translate-to-english-or-laser-zeigt-biss-bei-infotagen-dentalfachhandel/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/or-laser-suite-innovative-software-fuer-schweissbahnerstellung/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/die-produktionsabteilung-von-or-laser/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/zur-reparatur-u-modifikation-laserauftragschweissen/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/schweisstec-messe-in-stuttgart-uebertrifft-alle-erwartungen/	10	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/or-laser-goes-oekostrom/	10	5 Jan 2017 (17:21) [new]
Hottest Deal: Amazon-Gutscheine bis zu 150 € geschenkt! https://www.or-laser.com/de/news/hottest-deal-amazon-gutscheine-bis-zu-150-EUR-geschenkt-1/	2	5 Jan 2017 (17:21) [new]

Broken external links

i About this issue: Broken external links lead users from one website to another and bring them to non-existent webpages. Multiple broken links negatively affect user experience and may worsen your search engine rankings because crawlers may think that your website is poorly maintained or coded. Please note that SEMrushBot may detect a working link as broken. Generally, this happens if the server hosting the website you're referring to blocks our crawler from accessing this website. How to fix: Please follow all links reported as broken. If a target webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as broken do work when accessed with a browser, you should contact the website's owner and inform them about the issue.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Broken external links 28

www.or-laser.com, SEMrushBot-Desktop

Page URL	Link URL	HTTP Code	Discovered
推荐公司 - OR Laser https://www.or-laser.com/cn/referenzen/	http://www.motherson.com/mssl-gmbh-overview.html	404	15 Oct 2016 (11:21)
A Kid's Guide to Engineering - OR Laser https://www.or-laser.com/de/a-kids-guide-to-engineering/	http://www.msichicago.org/fileadmin/images/general/programs/summerbrain/2015/SBG15_Week_1.pdf	404	27 Aug 2016 (12:49)
Engineering Careers Guide - OR Laser https://www.or-laser.com/de/engineering-careers-guide/	http://meche.mit.edu/about/	404	27 Aug 2016 (12:49)
Engineering Careers Guide - OR Laser https://www.or-laser.com/de/engineering-careers-guide/	http://me.eng.sunysb.edu/index.php?Itemid=83&id=58:what-do-mechanical-engineers-do&option=com_content&view=article	404	27 Aug 2016 (12:49)
Engineering Careers Guide - OR Laser https://www.or-laser.com/de/engineering-careers-guide/	http://www.bucknell.edu/EnvironmentalEngineering.xml	404	27 Aug 2016 (12:49)
Neue vs Alte Schweißtechnologien - OR Laser https://www.or-laser.com/de/neue-vs-alte-schweisstechnologien/	http://www.chron.com/jobs/article/Students-can-obtain-welding-certificate-in-less-6680211.php	403	27 Aug 2016 (12:49)
Referenzen - OR Laser https://www.or-laser.com/de/referenzen/	http://www.motherson.com/mssl-gmbh-overview.html	404	15 Oct 2016 (11:21)
Wie funktionieren Laser? - OR Laser https://www.or-laser.com/de/wie-funktionieren-laser/	http://www2.hesston.edu/Physics/Lasers/LaserResearchPaper.htm	404	24 Sep 2016 (11:52)
A Kid's Guide to Engineering - OR Laser https://www.or-laser.com/en/a-kids-guide-to-engineering/	http://www.msichicago.org/fileadmin/images/general/programs/summerbrain/2015/SBG15_Week_1.pdf	404	18 Jun 2016 (18:37)
Engineering Careers Guide - OR Laser https://www.or-laser.com/en/engineering-careers-guide/	http://meche.mit.edu/about/	404	18 Jun 2016 (18:37)
Engineering Careers Guide - OR Laser https://www.or-laser.com/en/engineering-careers-guide/	http://me.eng.sunysb.edu/index.php?Itemid=83&id=58:what-do-mechanical-engineers-do&option=com_content&view=article	404	18 Jun 2016 (18:37)

Page URL	Link URL	HTTP Code	Discovered
Engineering Careers Guide - OR Laser https://www.or-laser.com/en/engineering-careers-guide/	http://www.bucknell.edu/EnvironmentalEngineering.xml	404	20 Aug 2016 (12:48)
Exploring How Lasers Work - OR Laser https://www.or-laser.com/en/exploring-how-lasers-work/	http://www2.hesston.edu/Physics/Lasers/LaserResearchPaper.htm	404	24 Sep 2016 (11:52)
Exploring How Lasers Work - OR Laser https://www.or-laser.com/en/exploring-how-lasers-work/	http://www.unc.edu/~lfarrag/	404	18 Jun 2016 (18:37)
How Does a Laser Work - OR Laser https://www.or-laser.com/en/how-does-a-laser-work/	http://www2.hesston.edu/Physics/Lasers/LaserResearchPaper.htm	404	24 Sep 2016 (11:52)
How Does a Laser Work - OR Laser https://www.or-laser.com/en/how-does-a-laser-work/	http://webs.wichita.edu/facsme/laser.htm	404	18 Jun 2016 (18:37)
How Does a Laser Work - OR Laser https://www.or-laser.com/en/how-does-a-laser-work/	http://hack.rit.edu/tools/fsl/	404	6 Aug 2016 (13:25)
How Does a Laser Work - OR Laser https://www.or-laser.com/en/how-does-a-laser-work/	http://fp.optics.arizona.edu/kost/Lecture notes/Lecture 44 Laser Pointer.pdf	404	18 Jun 2016 (18:37)
New vs Old Welding Techniques In a Modern Age - OR Laser https://www.or-laser.com/en/new-vs-old-welding-techniques-in-a-modern-age/	http://www.chron.com/jobs/article/Students-can-obtain-welding-certificate-in-less-6680211.php	403	25 Jun 2016 (16:41)
References - OR Laser https://www.or-laser.com/en/references/	http://www.motherson.com/mssl-gmbh-overview.html	404	15 Oct 2016 (11:21)
Robotics for Beginners - OR Laser https://www.or-laser.com/en/robotics-for-beginners/	http://www.usc.edu/org/cosee-west/Jul_Aug2012/For the Web/Activities and Lesson/Building ROVs and AUVs/BuildUnderwaterRobot.pdf	404	18 Jun 2016 (18:37)
Robotics for Beginners - OR Laser https://www.or-laser.com/en/robotics-for-beginners/	http://www.robotgroup.org/	406	5 Jan 2017 (17:21) [new]
The Ultimate Resource Guide to Welding - OR Laser https://www.or-laser.com/en/the-ultimate-resource-guide-to-welding/	http://www.pmionline.edu/why-should-i-get-a-welding-degree/	404	23 Jul 2016 (14:25)
The Ultimate Resource Guide to Welding - OR Laser https://www.or-laser.com/en/the-ultimate-resource-guide-to-welding/	http://www.cmfgroupe.com/news/history-of-laser-welding/	404	18 Jun 2016 (18:37)
What Robotics Can Teach Kids - OR Laser https://www.or-laser.com/en/what-robotics-can-teach-kids/	http://www.engr.wisc.edu/Apr22.html	404	18 Jun 2016 (18:37)
Références - OR Laser https://www.or-laser.com/fr/references/	http://www.motherson.com/mssl-gmbh-overview.html	404	15 Oct 2016 (11:21)

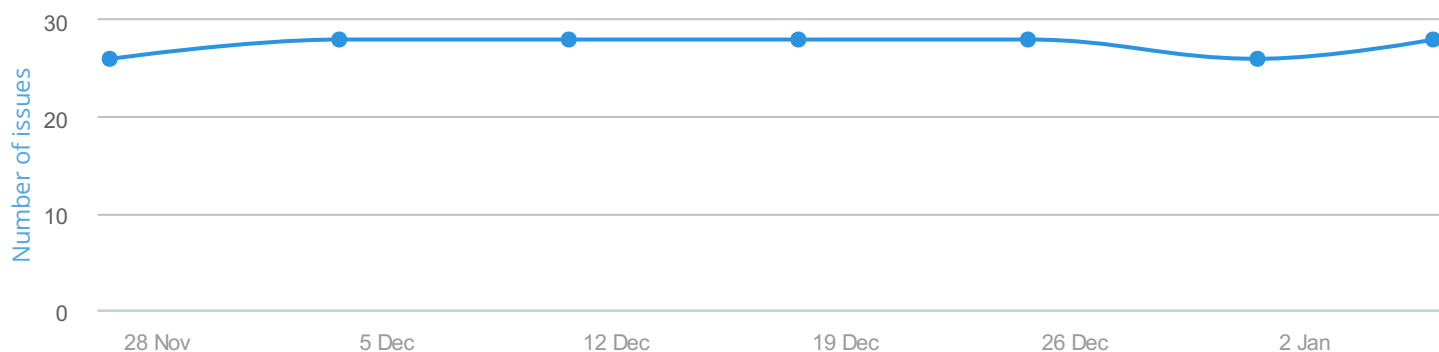
Page URL	Link URL	HTTP Code	Discovered
Riferimenti - OR Laser https://www.or-laser.com/it/riferimenti/	http://www.motherson.com/mssl-gmbh-overview.html	404	15 Oct 2016 (11:21)
照会先 - OR Laser https://www.or-laser.com/jp/referenzen/	http://www.motherson.com/mssl-gmbh-overview.html	404	15 Oct 2016 (11:21)

Duplicate meta descriptions

i About this issue: SEMrushBot reports pages that have duplicate meta descriptions only if they are exact matches. A <meta description> tag is a short summary of a webpage's content that helps search engines understand what the page is about and can be shown to users in search results. Duplicate meta descriptions on different pages mean a lost opportunity to use more relevant keywords. Also, duplicate meta descriptions make it difficult for search engines and users to differentiate between different webpages. It is better to have no meta description at all than to have a duplicate one. How to fix: Provide a unique, relevant meta description for each of your webpages.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



● Duplicate meta descriptions

Duplicate meta descriptions 28

www.or-laser.com, SEMrushBot-Desktop

Page URL	Pages with Duplicate Meta Description	Discovered
The new dimension in marking and engraving: ORLAS PORTAL - OR Laser Blog http://blog.or-laser.com/en/the-new-dimension-in-marking-orlas-portal/	1	5 Jan 2017 (17:21) [new]
Additive Fertigung mit Pulverauftrag https://www.or-laser.com/de/news/additive-fertigung-mit-pulverauftrag/	1	20 Aug 2016 (12:48)
Konstrukteur (m/w) https://www.or-laser.com/de/news/jobs/konstrukteur-mw/	1	16 Jul 2016 (15:00)
Masterstudent/in (m/w) https://www.or-laser.com/de/news/jobs/masterstudentin-mw/	1	16 Jul 2016 (15:00)
Vertriebssachbearbeiter (m/w) https://www.or-laser.com/de/news/jobs/vertriebssachbearbeiter-mw/	1	16 Jul 2016 (15:00)

Page URL	Pages with Duplicate Meta Description	Discovered
Konstrukteur (m/w) https://www.or-laser.com/de/news/konstrukteur-mw/	1	16 Jul 2016 (15:00)
Masterstudent/in (m/w) https://www.or-laser.com/de/news/masterstudentin-mw/	1	16 Jul 2016 (15:00)
ORLAS SUITE unter den BEST OF der eingereichten Projekte beim Innovationspreis https://www.or-laser.com/de/news/orlas-suite-unter-den-best-of-der-eingereichten-projekte-beim-innovationspreis/	1	20 Aug 2016 (12:48)
Vertriebssachbearbeiter (m/w) https://www.or-laser.com/de/news/vertriebssachbearbeiter-mw/	1	16 Jul 2016 (15:00)
News https://www.or-laser.com/en/news/die-produktionsabteilung-von-or-laser/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/diodenlaser-vs-faserlaser-eine-kurze-einfuehrung/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/glanzleistung-in-der-praxis-zahntechnik-blank-und-d-er-picco-laser/	12	5 Jan 2017 (17:21) [new]
Jobs https://www.or-laser.com/en/news/jobs/konstrukteur-mw/	2	26 Nov 2016 (08:28)
Jobs https://www.or-laser.com/en/news/jobs/masterstudentin-mw/	2	26 Nov 2016 (08:28)
Jobs https://www.or-laser.com/en/news/jobs/vertriebssachbearbeiter-mw/	2	10 Dec 2016 (08:05)
News https://www.or-laser.com/en/news/konstrukteur-mw/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/masterstudentin-mw/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/or-laser-goes-oekostrom/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/or-laser-stellt-vor-die-mechanische-fertigung/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/or-laser-suite-innovative-software-fuer-schweissbahnerstellung/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/orlas-suite-unter-den-best-of-der-eingereichten-projekte-beim-innovationspreis/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/schweisstec-messe-in-stuttgart-uebertrifft-alle-erwartungen/	12	5 Jan 2017 (17:21) [new]
The new dimension in marking: ORLAS PORTAL https://www.or-laser.com/en/news/the-new-dimension-in-marking-orlas-portal-1/	1	5 Jan 2017 (17:21) [new]

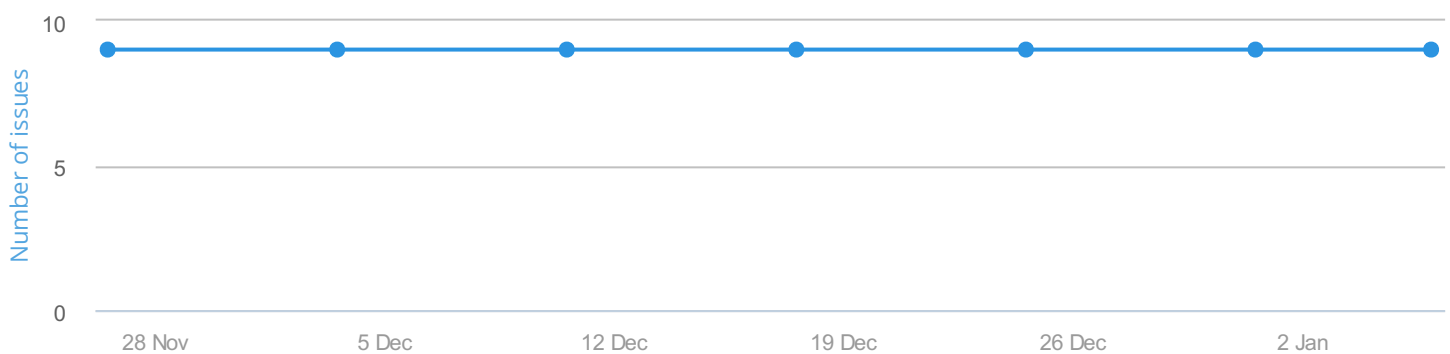
Page URL	Pages with Duplicate Meta Description	Discovered
News https://www.or-laser.com/en/news/translate-to-english-or-laser-zeigt-biss-bei-infotagen-dentalfachhandel/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/vertriebssachbearbeiter-mw/	12	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/zur-reparatur-u-modifikation-laserauftragschweisse/n/	12	5 Jan 2017 (17:21) [new]
Aluminum Engraving Machine - OR Laser https://www.or-laser.com/info/aluminum-engraving-machine	1	3 Dec 2016 (08:09)
CNC Laser Machine - OR Laser https://www.or-laser.com/info/cnc-laser-machine	1	3 Dec 2016 (08:09)

4xx errors

i About this issue: A 4xx error means that a webpage cannot be accessed. This is usually the result of broken links. These errors prevent users and search engine robots from accessing your webpages, and can negatively affect both user experience and search engine crawlability. This will in turn lead to a drop in traffic driven to your website. Please be aware that SEMrushBot may detect a working link as broken if your website blocks our crawler from accessing it. This usually happens due to the following reasons: 1. DDoS protection system. 2. Overloaded or misconfigured server. 3. "Disallow" entries in your robots.txt. How to fix: Please follow all links reported as 4xx. If a webpage returns an error, remove the link leading to the error page or replace it with another resource. If the links reported as 4xx do work when accessed with a browser, you can try either of the following: 1. Contact your web hosting support team. 2. Instruct search engine robots not to crawl your website too frequently by specifying the "crawl-delay" directive in your robots.txt

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



4xx errors

4xx errors 9

www.or-laser.com, SEMrushBot-Desktop

Page URL	HTTP Code	Discovered
https://www.or-laser.com/cn/laserumschmelzen/	404	3 Sep 2016 (12:20)
https://www.or-laser.com/cn/spezialzubehoer/autofocus/	404	18 Jun 2016 (18:37)

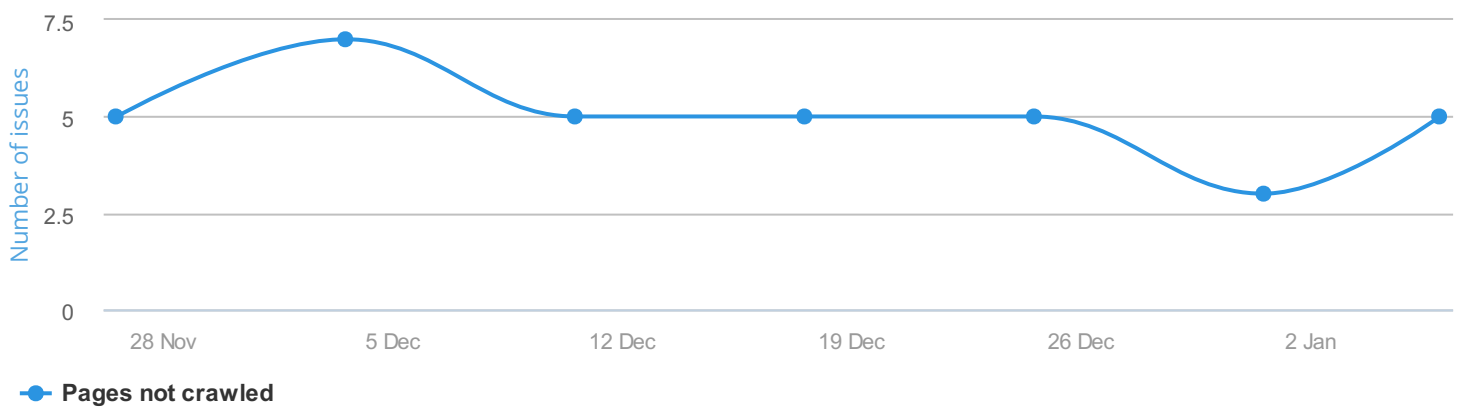
Page URL	HTTP Code	Discovered
https://www.or-laser.com/en/facts-laser-engraving/laser-engraving-leather/	404	10 Sep 2016 (12:20)
https://www.or-laser.com/en/laser-remelting/	404	3 Sep 2016 (12:20)
https://www.or-laser.com/fr/accessoires-speciales/autofocus/	404	18 Jun 2016 (18:37)
https://www.or-laser.com/it/accessori-speciali/ugello-polvere/	404	10 Sep 2016 (12:20)
https://www.or-laser.com/jp/laserumschmelzen/	404	3 Sep 2016 (12:20)
https://www.or-laser.com/jp/spezialzubehoer/autofocus/	404	18 Jun 2016 (18:37)
https://www.or-laser.com/uploads/tx_ipdatasheet/ORLAS_SUITE_Anwendung_02.png	404	16 Jul 2016 (15:00)

Pages not crawled

i About this issue: This issue indicates that SEMrushBot couldn't access the webpage because the server either timed out or refused/closed the connection before our crawler could receive a response. How to fix: Please contact your web hosting technical support team and ask them to fix the issue.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Pages not crawled 5

www.or-laser.com, SEMrushBot-Desktop

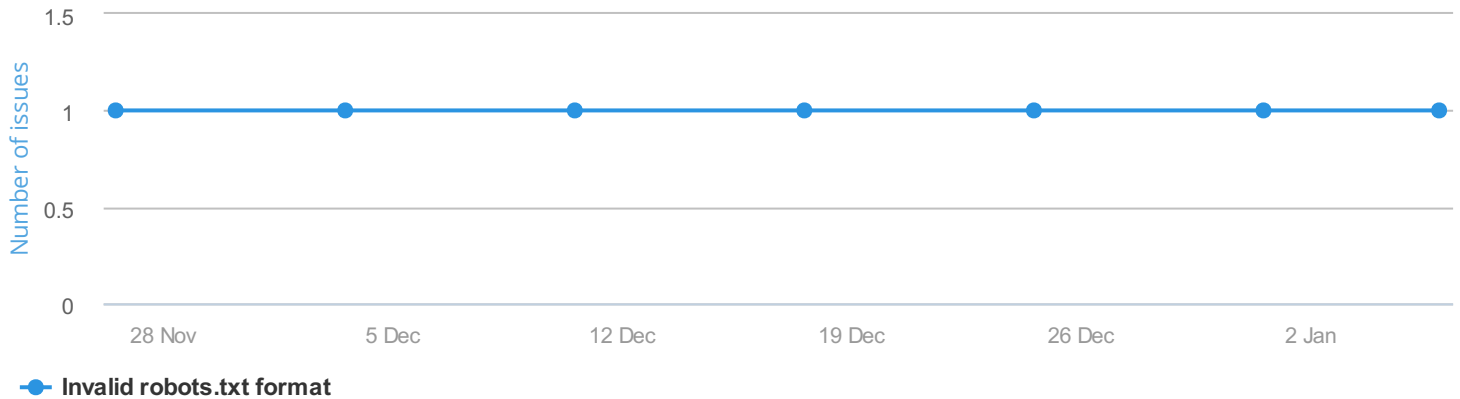
Page URL	Discovered
https://www.or-laser.com/contact	16 Jul 2016 (15:00)
https://www.or-laser.com/de	5 Jan 2017 (17:21) [new]
https://www.or-laser.com/en	5 Jan 2017 (17:21) [new]
https://www.or-laser.com/en/contact	16 Jul 2016 (15:00)
https://www.or-laser.com/en/lasersystems/hts-mobile	16 Jul 2016 (15:00)

Invalid robots.txt format

- i** *About this issue: If your robots.txt file is poorly configured, it can lead to disastrous results. One mistake can damage your search rankings, ruining all your search engine optimization efforts. How to fix: Review your robots.txt file and fix all errors.*

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Invalid robots.txt format 1

www.or-laser.com, SEMrushBot-Desktop

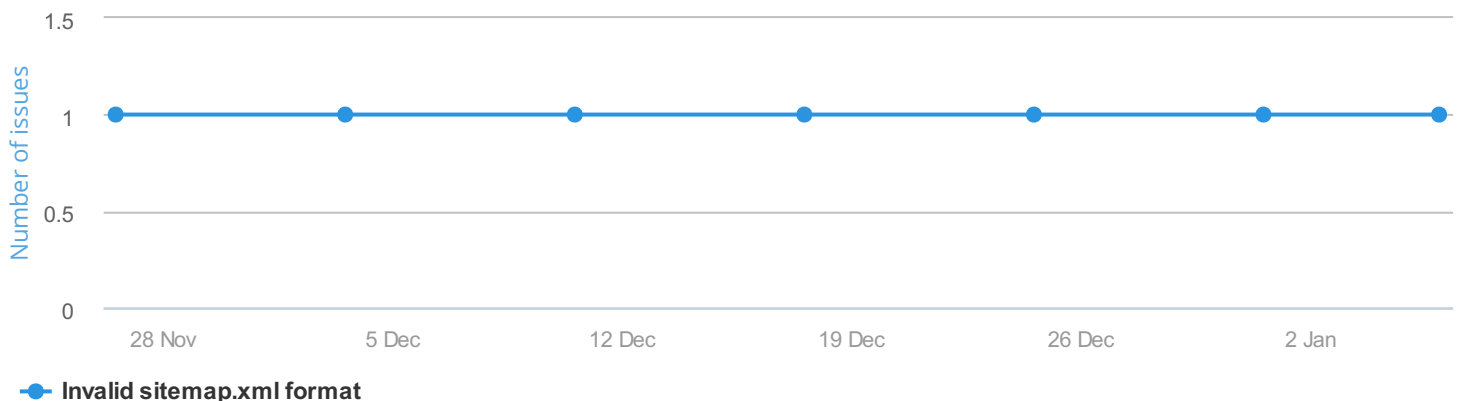
Page URL	Invalid Line	Discovered
https://www.or-laser.com/robots.txt	Sitemap: http://www.or-laser.com/en/sitemap.xml # Your Sitemaps	16 Jul 2016 (15:00)

Invalid sitemap.xml format

- i** *About this issue: If your sitemap.xml file has any errors, search engines will not be able to process the data it contains, and they will ignore it. How to fix: Review your sitemap.xml file and fix all errors.*

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Invalid sitemap.xml format 1

www.or-laser.com, SEMrushBot-Desktop

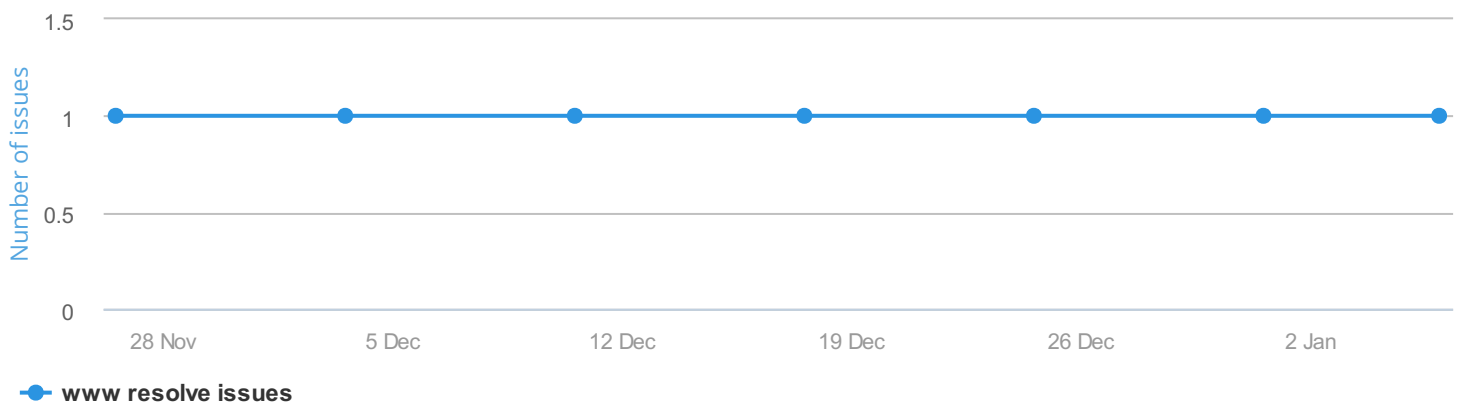
Page URL	Discovered
https://www.or-laser.com/sitemap.xml	16 Jul 2016 (15:00)

www resolve issues

- i** About this issue: Normally, a webpage can be accessed with or without adding www to its domain name. If you haven't specified which version should be prioritized, search engines will crawl both versions, and the link juice will be split between them. Therefore, none of your page versions will get high positions in search results. How to fix: Set your preferred version in Google Search Console.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



www resolve issues 1

www.or-laser.com, SEMrushBot-Desktop

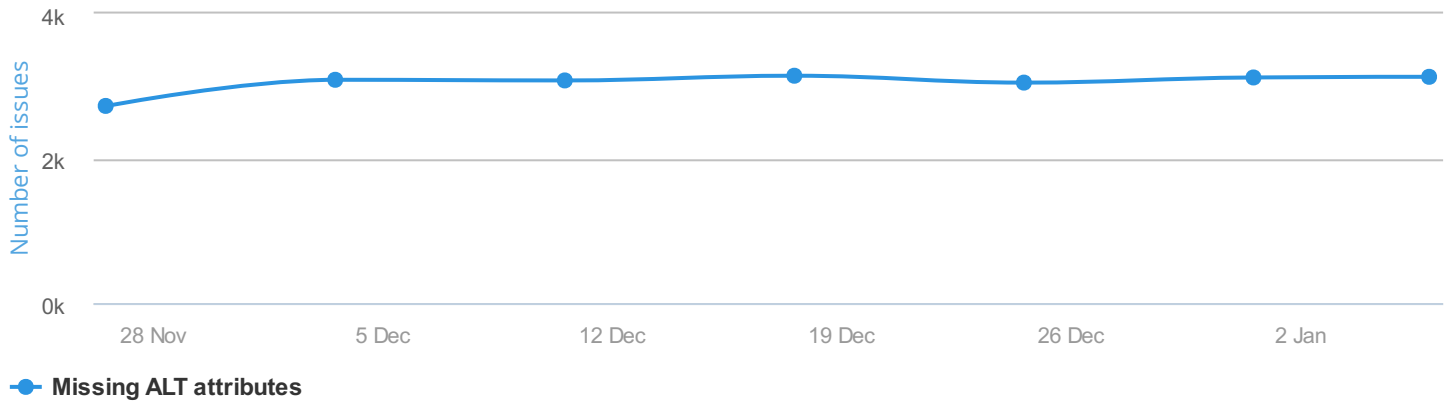
Page URL	Discovered
http://or-laser.com	18 Jun 2016 (18:37)

Missing ALT attributes

- i** About this issue: Alt attributes within `` tags are used by search engines to understand the contents of your images. If you neglect alt attributes, you may miss the chance to get a better placement in search results because alt attributes allow you to rank in image search results. Not using alt attributes also negatively affects the experience of visually impaired users and those who have disabled images in their browsers. How to fix: Specify a relevant alternative attribute inside an `` tag for each image on your website, e.g., ``.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Missing ALT attributes 100

www.or-laser.com, SEMrushBot-Desktop

Page URL	Image URL	Discovered
Home - OR Laser https://www.or-laser.com/cn/	https://www.or-laser.com/typo3temp/pics/creator_02_cad19e80b6.png	19 Nov 2016 (08:30)
Home - OR Laser https://www.or-laser.com/cn/	https://www.or-laser.com/typo3temp/pics/or-laser-additive-fertigung-slider-bg_06_a49866be7a.png	20 Aug 2016 (12:48)
Home - OR Laser https://www.or-laser.com/cn/	https://www.or-laser.com/typo3temp/pics/or-laser-orlas-suite-slider-bg_06_5756d0e7fc.png	20 Aug 2016 (12:48)
Laser Technologies Industrial Laser Systems For Sale - OR Laser https://www.or-laser.com/en/	https://www.or-laser.com/typo3temp/pics/creator_01_58f603e93a.png	19 Nov 2016 (08:30)
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3d Laser Engraving - OR Laser https://www.or-laser.com/info/3d-laser-engraving	https://www.or-laser.com/uploads/tx_ipdatasheet/MAG_COMPACT_06.png	31 Dec 2016 (08:15)
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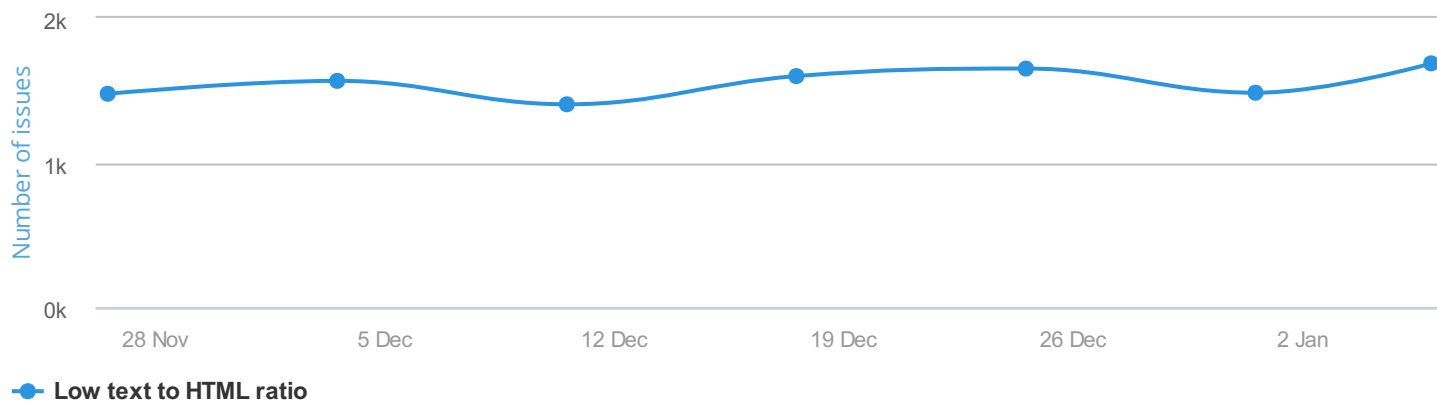
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Low text to HTML ratio

i About this issue: Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This warning is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results. Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster. How to fix: Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Low text to HTML ratio 100

www.or-laser.com, SEMrushBot-Desktop

Page URL	Ratio	Discovered
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OR Laser Blog - http://blog.or-laser.com/de/	0.09	5 Jan 2017 (17:21) [new]
Additive Fertigung mit Pulverauftrag ist rentabel - OR Laser Blog http://blog.or-laser.com/de/additive-fertigung-mit-pulverauftrag-ist-rentabel/	0.09	5 Jan 2017 (17:21) [new]

Page URL	Ratio	Discovered
Eric Herrmann, Autor auf OR Laser Blog http://blog.or-laser.com/de/author/e-herrmann/	0.09	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog - Seite 2 von 2 http://blog.or-laser.com/de/author/e-herrmann/page/2/	0.06	5 Jan 2017 (17:21) [new]
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Antriebswellen von Containerschiffen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/antriebswellen-von-containerschiffen/	0.03	5 Jan 2017 (17:21) [new]
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Direct Metal Deposition Archive - OR Laser Blog http://blog.or-laser.com/de/tag/direct-metal-deposition/	0.05	5 Jan 2017 (17:21) [new]

Page URL	Ratio	Discovered
Evo-Controller Archive - OR Laser Blog http://blog.or-laser.com/de/tag/evo-controller/	0.03	5 Jan 2017 (17:21) [new]
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Generative Fertigung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/generative-fertigung/	0.03	5 Jan 2017 (17:21) [new]
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handschweißlaser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/handschweisslaser/	0.03	5 Jan 2017 (17:21) [new]
HTS MOBILE Archive - OR Laser Blog http://blog.or-laser.com/de/tag/hts-mobile/	0.03	5 Jan 2017 (17:21) [new]
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IQ Laser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/iq-laser/	0.03	5 Jan 2017 (17:21) [new]
Kunststoffschweißanlage Archive - OR Laser Blog http://blog.or-laser.com/de/tag/kunststoffschweissanlage/	0.03	5 Jan 2017 (17:21) [new]
Kunststoffschweißanlage Archive - OR Laser Blog http://blog.or-laser.com/de/tag/kunststoffschweissanlage/	0.03	5 Jan 2017 (17:21) [new]
Kunststoffschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/kunststoffschweissen/	0.04	5 Jan 2017 (17:21) [new]
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laser plastic welding machine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-plastic-welding-machine/	0.01	5 Jan 2017 (17:21) [new]
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Laser Software Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-software/	0.07	5 Jan 2017 (17:21) [new]
Laserauftragsschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserauftragsschweissen/	0.03	5 Jan 2017 (17:21) [new]
laserbearbeitungssoftware Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserbearbeitungssoftware/	0.04	5 Jan 2017 (17:21) [new]
Lasergravieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasergravieren/	0.03	5 Jan 2017 (17:21) [new]

Page URL	Ratio	Discovered
Lasergraviermaschine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasergraviermaschine/	0.05	5 Jan 2017 (17:21) [new]
Lasergravur Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasergravur/	0.05	5 Jan 2017 (17:21) [new]
lasermarkieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasermarkieren/	0.04	5 Jan 2017 (17:21) [new]
Lasermarkiermaschine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasermarkiermaschine/	0.04	5 Jan 2017 (17:21) [new]
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Lasersteuerung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasersteuerung/	0.03	5 Jan 2017 (17:21) [new]
Lasersystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasersystem/	0.03	5 Jan 2017 (17:21) [new]
mobile laserschweißanlage Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobile-laserschweissanlage/	0.03	5 Jan 2017 (17:21) [new]
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mobiles laserschweißsystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiles-laserschweissystem/	0.03	5 Jan 2017 (17:21) [new]
mobiles lasersystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiles-lasersystem/	0.03	5 Jan 2017 (17:21) [new]
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Plastic Table Top Welding System Archive - OR Laser Blog http://blog.or-laser.com/de/tag/plastic-table-top-welding-system/	0.03	5 Jan 2017 (17:21) [new]
Pulverauftrag Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverauftrag/	0.03	5 Jan 2017 (17:21) [new]
Pulverauftragschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverauftragschweissen/	0.04	5 Jan 2017 (17:21) [new]
Pulverdüse Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverduese/	0.05	5 Jan 2017 (17:21) [new]
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Page URL	Ratio	Discovered
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Eric Herrmann, Autor auf OR Laser Blog - Page 2 of 2 http://blog.or-laser.com/en/author/e-herrmann/page/2/	0.06	5 Jan 2017 (17:21) [new]
Uncategorized Archive - OR Laser Blog http://blog.or-laser.com/en/category/uncategorized/	0.08	5 Jan 2017 (17:21) [new]
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Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/en/tag/additive-fertigung-en/	0.04	5 Jan 2017 (17:21) [new]
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Page URL	Ratio	Discovered
Direct Metals Deposition Archive - OR Laser Blog http://blog.or-laser.com/en/tag/direct-metals-deposition/	0.02	5 Jan 2017 (17:21) [new]
DMD Archive - OR Laser Blog http://blog.or-laser.com/en/tag/dmd/	0.02	5 Jan 2017 (17:21) [new]
Drive Shafts Archive - OR Laser Blog http://blog.or-laser.com/en/tag/drive-shafts/	0.02	5 Jan 2017 (17:21) [new]
engraving laser Archive - OR Laser Blog http://blog.or-laser.com/en/tag/engraving-laser/	0.03	5 Jan 2017 (17:21) [new]
handheld laser machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-machine/	0.03	5 Jan 2017 (17:21) [new]
handheld laser system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-system/	0.03	5 Jan 2017 (17:21) [new]
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handheld laser welding system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-welding-system/	0.03	5 Jan 2017 (17:21) [new]
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Laser Cladding Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-cladding/	0.04	5 Jan 2017 (17:21) [new]
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laser engraving software Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving-software/	0.03	5 Jan 2017 (17:21) [new]
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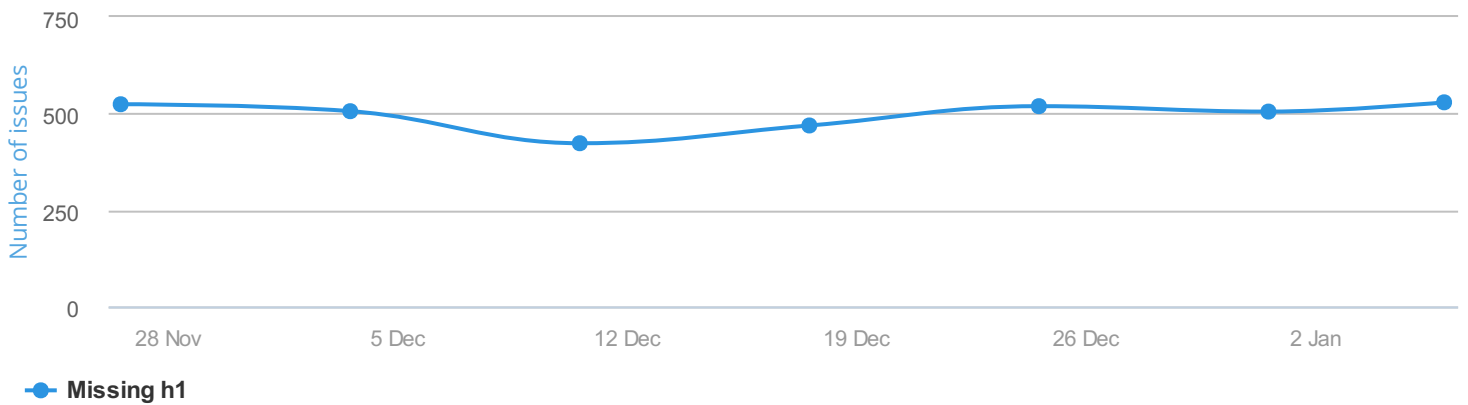
i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Missing h1

i About this issue: While less important than <title> tags, h1 headings still help define your page's topic for search engines and users. If an <h1> tag is empty or missing, search engines may place your page lower than they would otherwise. Besides, a lack of an <h1> tag breaks your page's heading hierarchy, which is not SEO friendly. How to fix: Provide a concise, relevant h1 heading for each of your page.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Missing h1 100

www.or-laser.com, SEMrushBot-Desktop

Page URL	Discovered
OR Laser Blog - http://blog.or-laser.com	5 Jan 2017 (17:21) [new]
OR Laser Blog - http://blog.or-laser.com/de/	5 Jan 2017 (17:21) [new]
OR Laser Blog - Seite 2 von 2 - http://blog.or-laser.com/de/page/2/	5 Jan 2017 (17:21) [new]
OR Laser Blog - http://blog.or-laser.com/en/	5 Jan 2017 (17:21) [new]
OR Laser Blog - Page 2 of 2 - http://blog.or-laser.com/en/page/2/	5 Jan 2017 (17:21) [new]
Lasersysteme zum Markieren, Gravieren und Beschriften - OR Laser https://www.or-laser.com/de/beschriftungslaser/	17 Dec 2016 (08:02)
激光系統的打標，雕刻和打標 - OR Laser https://www.or-laser.com/cn/beschriftungslaser/	18 Jun 2016 (18:37)
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忠告 - OR Laser https://www.or-laser.com/cn/dienstleistungen/beratung/?amp;no_cache=1&print=1&type=98	31 Dec 2016 (08:15)
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Rolap - OR Laser https://www.or-laser.com/cn/dienstleistungen/rolap/	18 Jun 2016 (18:37)
Rolap - OR Laser https://www.or-laser.com/cn/dienstleistungen/rolap/?amp;no_cache=1&print=1&type=98	5 Jan 2017 (17:21) [new]
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聯繫我們！ - OR Laser https://www.or-laser.com/cn/kontakt/	18 Jun 2016 (18:37)

Page URL	Discovered
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=Compact	18 Jun 2016 (18:37)
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查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=MAGBOX	18 Jun 2016 (18:37)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=MAGPRO	18 Jun 2016 (18:37)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=PORTAL	18 Jun 2016 (18:37)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=STATION	18 Jun 2016 (18:37)
聯繫我們！ - OR Laser https://www.or-laser.com/cn/kontakt/article/maximum-flexibility-with-the-latest-cnc-rotational-axis/	5 Jan 2017 (17:21) [new]
聯繫我們！ - OR Laser https://www.or-laser.com/cn/kontakt/article/or-laser-goes-oekostrom/	5 Jan 2017 (17:21) [new]
激光焊接：手工與自動化 - OR Laser https://www.or-laser.com/cn/laserauftragschweissen/manuell-und-automatisiert/	18 Jun 2016 (18:37)
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創新的激光系統的定制化解決方案 - OR Laser https://www.or-laser.com/cn/lasersysteme/	18 Jun 2016 (18:37)
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創新的激光系統的定制化解決方案 - OR Laser https://www.or-laser.com/cn/lasersysteme/?gclid=CKPGirD-q9ECFYORfgode2wJ_w	5 Jan 2017 (17:21) [new]
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視頻 - OR Laser https://www.or-laser.com/cn/media/videos/	18 Jun 2016 (18:37)
視頻 - OR Laser https://www.or-laser.com/cn/media/videos/article/the-or-laser-diodeline-product-family-continues-to-grow/	5 Jan 2017 (17:21) [new]
視頻 - OR Laser https://www.or-laser.com/cn/media/videos/article/training-at-o-r-laser-an-investment-in-the-future/	5 Jan 2017 (17:21) [new]
推荐公司 - OR Laser https://www.or-laser.com/cn/referenzen/	18 Jun 2016 (18:37)
激光系统专用设备 - OR Laser https://www.or-laser.com/cn/spezialzubehoer/	18 Jun 2016 (18:37)

Page URL	Discovered
激光系统专用设备 - OR Laser https://www.or-laser.com/cn/spezialzubehoer/?amp%3Bno_cache=1&%3Bprint=1&%3Btype=98	5 Jan 2017 (17:21) [new]
激光系统专用设备 - OR Laser https://www.or-laser.com/cn/spezialzubehoer/?amp;no_cache=1&print=1&type=98	31 Dec 2016 (08:15)
我們在世界各地的辦事處 - OR Laser https://www.or-laser.com/cn/unternehmen/standorte/	18 Jun 2016 (18:37)
我們在世界各地的辦事處 - OR Laser https://www.or-laser.com/cn/unternehmen/standorte/article/on-site-in-japan-new-branch-office-in-tokyo/	5 Jan 2017 (17:21) [new]
關於我們 - OR Laser https://www.or-laser.com/cn/unternehmen/ueber-uns/	18 Jun 2016 (18:37)
關於我們 - OR Laser https://www.or-laser.com/cn/unternehmen/ueber-uns/?amp;no_cache=1&print=1&type=98	31 Dec 2016 (08:15)
關於我們 - OR Laser https://www.or-laser.com/cn/unternehmen/ueber-uns/article/or-lasertechnologie-auf-der-moulding-expo-2015/	5 Jan 2017 (17:21) [new]
從構思到生產 - OR Laser https://www.or-laser.com/cn/unternehmen/von-der-idee-zur-produktion/	18 Jun 2016 (18:37)
從構思到生產 - OR Laser https://www.or-laser.com/cn/unternehmen/von-der-idee-zur-produktion/article/variabel-und-standardmaessig-material-datenbank-fuer-mag-laser/	5 Jan 2017 (17:21) [new]
從構思到生產 - OR Laser https://www.or-laser.com/cn/unternehmen/von-der-idee-zur-produktion/article/vertriebsmitarbeiter-fuer-den-innendienst-st-mw-1/	5 Jan 2017 (17:21) [new]
數控激光 - OR Laser https://www.or-laser.com/cn/wissenswertes/cnc-laser/	18 Jun 2016 (18:37)
工作坊：選擇我們的培訓 - OR Laser https://www.or-laser.com/cn/workshops/	18 Jun 2016 (18:37)
工作坊：選擇我們的培訓 - OR Laser https://www.or-laser.com/cn/workshops/?;no_cache=1&type=98&print=1	5 Jan 2017 (17:21) [new]
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工作坊：選擇我們的培訓 - OR Laser https://www.or-laser.com/cn/workshops/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	5 Jan 2017 (17:21) [new]
工作坊：選擇我們的培訓 - OR Laser https://www.or-laser.com/cn/workshops/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	5 Jan 2017 (17:21) [new]
工作坊：培訓的自動對焦系統與高溫超導移動和LRS EVO - OR Laser https://www.or-laser.com/cn/workshops/autofocus/	18 Jun 2016 (18:37)
工作坊：培訓的自動對焦系統與高溫超導移動和LRS EVO - OR Laser https://www.or-laser.com/cn/workshops/autofocus/article/on-site-in-japan-new-branch-office-in-tokyo/	31 Dec 2016 (08:15)
工作坊：培訓的自動對焦系統與高溫超導移動和LRS EVO - OR Laser https://www.or-laser.com/cn/workshops/autofocus/article/or-laser-goes-oekostrom/	5 Jan 2017 (17:21) [new]

i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Page URL	Discovered
工作坊：培訓的自動對焦系統與高溫超導移動和LRS EVO - OR Laser https://www.or-laser.com/cn/workshops/autofocus/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	5 Jan 2017 (17:21) [new]
工作坊：訓練上Autoweld系統焊工和用戶 - OR Laser https://www.or-laser.com/cn/workshops/autoweld/	18 Jun 2016 (18:37)
工作坊：訓練上Autoweld系統焊工和用戶 - OR Laser https://www.or-laser.com/cn/workshops/autoweld/article/lorem-ipsu-1/	5 Jan 2017 (17:21) [new]
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工作坊：分佈 - OR Laser https://www.or-laser.com/cn/workshops/distribution/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	31 Dec 2016 (08:15)
工作坊：激光安全主任 - OR Laser https://www.or-laser.com/cn/workshops/laserschutzbeauftragter/	18 Jun 2016 (18:37)
工作坊：激光安全主任 - OR Laser https://www.or-laser.com/cn/workshops/laserschutzbeauftragter/?amp;no_cache=1&print=1&type=98	5 Jan 2017 (17:21) [new]
工作坊：激光安全主任 - OR Laser https://www.or-laser.com/cn/workshops/laserschutzbeauftragter/article/k-trade-fair-2013-strong-pulses-in-the-plastics-industry/	5 Jan 2017 (17:21) [new]
工作坊：員工培訓 - OR Laser https://www.or-laser.com/cn/workshops/mitarbeiterschulung/	18 Jun 2016 (18:37)
工作坊：員工培訓 - OR Laser https://www.or-laser.com/cn/workshops/mitarbeiterschulung/?;no_cache=1&type=98&print=1	5 Jan 2017 (17:21) [new]
工作坊：員工培訓 - OR Laser https://www.or-laser.com/cn/workshops/mitarbeiterschulung/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	31 Dec 2016 (08:15)
服務研討會 - OR Laser https://www.or-laser.com/cn/workshops/service/	18 Jun 2016 (18:37)
服務研討會 - OR Laser https://www.or-laser.com/cn/workshops/service/?amp;no_cache=1&print=1&type=98	31 Dec 2016 (08:15)
服務研討會 - OR Laser https://www.or-laser.com/cn/workshops/service/article/on-site-in-japan-new-branch-office-in-tokyo/	24 Dec 2016 (08:06)
工作坊：維護 - OR Laser https://www.or-laser.com/cn/workshops/wartung/	18 Jun 2016 (18:37)
工作坊：維護 - OR Laser https://www.or-laser.com/cn/workshops/wartung/article/or-laser-goes-oekostrom/	31 Dec 2016 (08:15)
工作坊：維護 - OR Laser https://www.or-laser.com/cn/workshops/wartung/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	5 Jan 2017 (17:21) [new]
Laser für die Automobilindustrie - OR Laser https://www.or-laser.com/de/automobilindustrie/	18 Jun 2016 (18:37)
Laser für die Automobilindustrie - OR Laser https://www.or-laser.com/de/automobilindustrie/?amp;no_cache=1&print=1&type=98	5 Jan 2017 (17:21) [new]

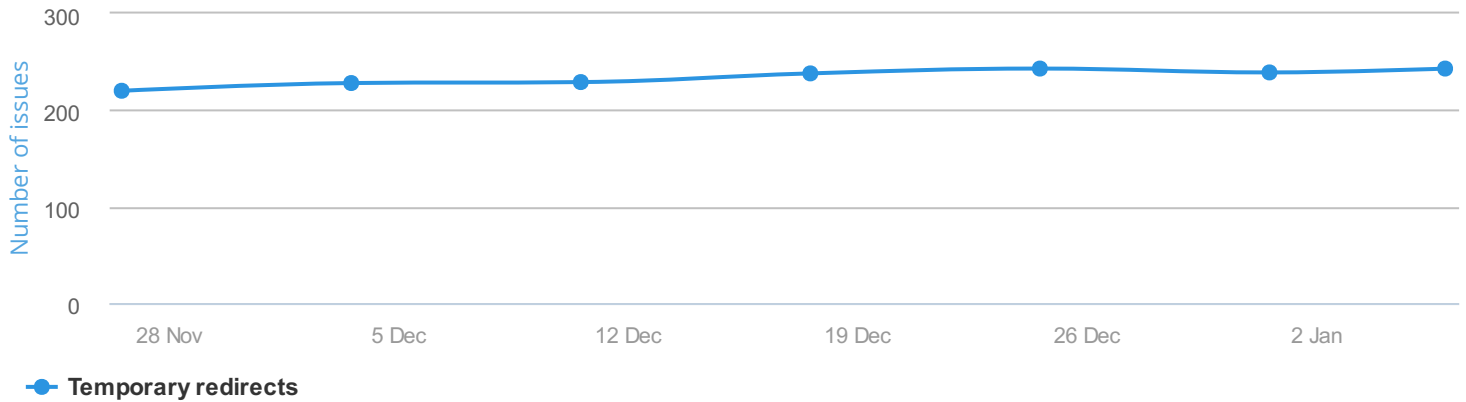
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Laser für die Automobilindustrie - OR Laser https://www.or-laser.com/de/automobilindustrie/article/k-trade-fair-2013-strong-pulses-in-the-plastics-industry/	5 Jan 2017 (17:21) [new]
Lasersysteme zum Markieren, Gravieren und Beschriften - OR Laser https://www.or-laser.com/de/beschriftungslaser/	18 Jun 2016 (18:37)
Laser für Zahntechniker und Juweliere - OR Laser https://www.or-laser.com/de/dental-schmuck/	18 Jun 2016 (18:37)
Beratung - OR Laser https://www.or-laser.com/de/dienstleistungen/beratung/	18 Jun 2016 (18:37)
Beratung - OR Laser https://www.or-laser.com/de/dienstleistungen/beratung/?amp;no_cache=1&print=1&type=98	3 Dec 2016 (08:09)
Beratung - OR Laser https://www.or-laser.com/de/dienstleistungen/beratung/article/enorme-zeitersparnis-motorische-drehachse-programmierbar/	5 Jan 2017 (17:21) [new]
Beratung - OR Laser https://www.or-laser.com/de/dienstleistungen/beratung/article/maximum-flexibility-with-the-latest-cnc-rotational-axis/	31 Dec 2016 (08:15)
Beratung - OR Laser https://www.or-laser.com/de/dienstleistungen/beratung/article/on-site-in-japan-new-branch-office-in-tokyo/	5 Jan 2017 (17:21) [new]
Kleinserien - OR Laser https://www.or-laser.com/de/dienstleistungen/kleinserien/	18 Jun 2016 (18:37)
Kleinserien - OR Laser https://www.or-laser.com/de/dienstleistungen/kleinserien/article/maximum-flexibility-with-the-latest-cnc-rotational-axis/	5 Jan 2017 (17:21) [new]
Kleinserien - OR Laser https://www.or-laser.com/de/dienstleistungen/kleinserien/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	5 Jan 2017 (17:21) [new]
Kleinserien - OR Laser https://www.or-laser.com/de/dienstleistungen/kleinserien/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	5 Jan 2017 (17:21) [new]
Laser Drahtauftrag - OR Laser https://www.or-laser.com/de/dienstleistungen/laser-drahtauftrag/	18 Jun 2016 (18:37)

Temporary redirects

- i** About this issue: Temporary redirects (i.e., a 302 and a 307 redirect) mean that a page has been temporarily moved to a new location. Search engines will continue to index the redirected page, and no link juice or traffic is passed to the new page, which is why temporary redirects can damage your search rankings if used by mistake. How to fix: Review all pages to make sure the use of 302 and 307 redirects is justified. If so, don't forget to remove them when they are no longer needed. However, if you permanently move any page, replace a 302/307 redirect with a 301/308 one.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Temporary redirects 100

www.or-laser.com, SEMrushBot-Desktop

Page URL	Redirect URL	Discovered
http://or-laser.com	http://www.or-laser.de	5 Jan 2017 (17:21) [new]
http://www.or-laser.com	https://www.or-laser.com/	5 Jan 2017 (17:21) [new]
http://www.or-laser.com/	https://www.or-laser.com/	19 Nov 2016 (08:30)
http://www.or-laser.com/en/lasersystems/diodeline/	https://www.or-laser.com/en/lasersystems/diodeline/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/lasersystems/eco-laser/	https://www.or-laser.com/en/lasersystems/eco-laser/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/lasersystems/evo-mobile/	https://www.or-laser.com/en/lasersystems/evo-mobile/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/lasersystems/lasercab/	https://www.or-laser.com/en/lasersystems/lasercab/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/lasersystems/lrs-evo/	https://www.or-laser.com/en/lasersystems/lrs-evo/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/lasersystems/orlas-station/	https://www.or-laser.com/en/lasersystems/orlas-station/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/lasersystems/piccolaser/	https://www.or-laser.com/en/lasersystems/piccolaser/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/marking-laser/mag-compact/	https://www.or-laser.com/en/marking-laser/mag-compact/	17 Dec 2016 (08:02)
http://www.or-laser.com/en/marking-laser/orlas-portal/	https://www.or-laser.com/en/marking-laser/orlas-portal/	17 Dec 2016 (08:02)
http://www.or-laser.com/cn/beschriftungslaser/mag-big-box/	https://www.or-laser.com/cn/beschriftungslaser/mag-big-box/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/beschriftungslaser/mag-box/	https://www.or-laser.com/cn/beschriftungslaser/mag-box/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/beschriftungslaser/mag-compact/	https://www.or-laser.com/cn/beschriftungslaser/mag-compact/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/beschriftungslaser/mag-pro/	https://www.or-laser.com/cn/beschriftungslaser/mag-pro/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/beschriftungslaser/orlas-portal/	https://www.or-laser.com/cn/beschriftungslaser/orlas-portal/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/laserauftragschweissen/auftragschweissen-mit-draht/	https://www.or-laser.com/cn/laserauftragschweissen/auftragschweissen-mit-draht/	16 Jul 2016 (15:00)

Page URL	Redirect URL	Discovered
http://www.or-laser.com/cn/laserauftragschweissen/auftragschweissen-mit-pulver/	https://www.or-laser.com/cn/laserauftragschweissen/auftragschweissen-mit-pulver/	17 Sep 2016 (12:23)
http://www.or-laser.com/cn/laserbeschriften/	https://www.or-laser.com/cn/laserbeschriften/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/laserbeschriften/anlassen-von-metallen/	https://www.or-laser.com/cn/laserbeschriften/anlassen-von-metallen/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/laserbeschriften/aufschaeumen-von-kunststoff/	https://www.or-laser.com/cn/laserbeschriften/aufschaeumen-von-kunststoff/	16 Jul 2016 (15:00)
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http://www.or-laser.com/cn/laserbohren/	https://www.or-laser.com/cn/laserbohren/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/lasergravieren/	https://www.or-laser.com/cn/lasergravieren/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/lasergravieren/laserabtragen/	https://www.or-laser.com/cn/lasergravieren/laserabtragen/	16 Jul 2016 (15:00)
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http://www.or-laser.com/cn/laserschweissen/	https://www.or-laser.com/cn/laserschweissen/	16 Jul 2016 (15:00)
http://www.or-laser.com/cn/laserschweissen/laser-kunststoffschweissen/	https://www.or-laser.com/cn/laserschweissen/laser-kunststoffschweissen/	16 Jul 2016 (15:00)
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http://www.or-laser.com/cn/laserumschmelzen/	https://www.or-laser.com/cn/laserumschmelzen/	16 Jul 2016 (15:00)
http://www.or-laser.com/contact	https://www.or-laser.com/contact	16 Jul 2016 (15:00)
http://www.or-laser.com/contact/	https://www.or-laser.com/contact/	16 Jul 2016 (15:00)
http://www.or-laser.com/de	https://www.or-laser.com/de	5 Jan 2017 (17:21) [new]
http://www.or-laser.com/de/beschriftungslaser/mag-big-box/	https://www.or-laser.com/de/beschriftungslaser/mag-big-box/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/beschriftungslaser/mag-box/	https://www.or-laser.com/de/beschriftungslaser/mag-box/	16 Jul 2016 (15:00)
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http://www.or-laser.com/de/beschriftungslaser/mag-pro/	https://www.or-laser.com/de/beschriftungslaser/mag-pro/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/beschriftungslaser/orlas-portal/	https://www.or-laser.com/de/beschriftungslaser/orlas-portal/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/laserauftragschweissen/auftragschweissen-mit-draht/	https://www.or-laser.com/de/laserauftragschweissen/auftragschweissen-mit-draht/	16 Jul 2016 (15:00)
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Page URL	Redirect URL	Discovered
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http://www.or-laser.com/de/laserbeschriften/verfaerben-von-kunststoff/	https://www.or-laser.com/de/laserbeschriften/verfaerben-von-kunststoff/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/lasergravieren/	https://www.or-laser.com/de/lasergravieren/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/lasergravieren/laserabtragen/	https://www.or-laser.com/de/lasergravieren/laserabtragen/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/laserschweissen/	https://www.or-laser.com/de/laserschweissen/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/laserschweissen/laser-kunststoffschweissen/	https://www.or-laser.com/de/laserschweissen/laser-kunststoffschweissen/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/lasersysteme/hts-mobile/	https://www.or-laser.com/de/lasersysteme/hts-mobile/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/lasersysteme/orlas-station/	https://www.or-laser.com/de/lasersysteme/orlas-station/	16 Jul 2016 (15:00)
http://www.or-laser.com/de/software/orlas-suite/	https://www.or-laser.com/de/software/orlas-suite/	16 Jul 2016 (15:00)
http://www.or-laser.com/en	https://www.or-laser.com/en	5 Jan 2017 (17:21) [new]
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http://www.or-laser.com/en/coating-machine/	https://www.or-laser.com/en/coating-machine/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/company/about-us/	https://www.or-laser.com/en/company/about-us/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/company/from-idea-to-production/	https://www.or-laser.com/en/company/from-idea-to-production/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/company/locations/	https://www.or-laser.com/en/company/locations/	16 Jul 2016 (15:00)
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http://www.or-laser.com/en/dental-jewelry/	https://www.or-laser.com/en/dental-jewelry/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/downloads/	https://www.or-laser.com/en/downloads/	16 Jul 2016 (15:00)
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http://www.or-laser.com/en/exploring-how-lasers-work/	https://www.or-laser.com/en/exploring-how-lasers-work/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/fair-dates/	https://www.or-laser.com/en/fair-dates/	16 Jul 2016 (15:00)
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Page URL	Redirect URL	Discovered
http://www.or-laser.com/en/good-to-know/	https://www.or-laser.com/en/good-to-know/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/how-does-a-laser-work/	https://www.or-laser.com/en/how-does-a-laser-work/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/imprint/	https://www.or-laser.com/en/imprint/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/interesting-facts/	https://www.or-laser.com/en/interesting-facts/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/interesting-facts/cnc-laser/	https://www.or-laser.com/en/interesting-facts/cnc-laser/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/interesting-facts/construction-of-a-laser/	https://www.or-laser.com/en/interesting-facts/construction-of-a-laser/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/interesting-facts/laser-cladding/	https://www.or-laser.com/en/interesting-facts/laser-cladding/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/interesting-facts/laser-deep-engraving/	https://www.or-laser.com/en/interesting-facts/laser-deep-engraving/	16 Jul 2016 (15:00)
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http://www.or-laser.com/en/interesting-facts/solid-state-lasers-nd-yag/	https://www.or-laser.com/en/interesting-facts/solid-state-lasers-nd-yag/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/interesting-facts/working-principle-of-light-amplification/	https://www.or-laser.com/en/interesting-facts/working-principle-of-light-amplification/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-cladding/	https://www.or-laser.com/en/laser-cladding/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-cladding/laser-cladding-with-powder/	https://www.or-laser.com/en/laser-cladding/laser-cladding-with-powder/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-cladding/laser-cladding-with-wire/	https://www.or-laser.com/en/laser-cladding/laser-cladding-with-wire/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-cladding/manual-and-automated/	https://www.or-laser.com/en/laser-cladding/manual-and-automated/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-cutting-machine/	https://www.or-laser.com/en/laser-cutting-machine/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-cutting/	https://www.or-laser.com/en/laser-cutting/	16 Jul 2016 (15:00)

Page URL	Redirect URL	Discovered
http://www.or-laser.com/en/laser-cutting/cutting-processes/	https://www.or-laser.com/en/laser-cutting/cutting-processes/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-drilling/	https://www.or-laser.com/en/laser-drilling/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-engraving-machine/	https://www.or-laser.com/en/laser-engraving-machine/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-engraving/	https://www.or-laser.com/en/laser-engraving/	8 Oct 2016 (11:22)
http://www.or-laser.com/en/laser-engraving/laser-removal/	https://www.or-laser.com/en/laser-engraving/laser-removal/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-hardening/	https://www.or-laser.com/en/laser-hardening/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-marking/	https://www.or-laser.com/en/laser-marking/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-marking/annealing/	https://www.or-laser.com/en/laser-marking/annealing/	16 Jul 2016 (15:00)
http://www.or-laser.com/en/laser-marking/discoloration/	https://www.or-laser.com/en/laser-marking/discoloration/	16 Jul 2016 (15:00)

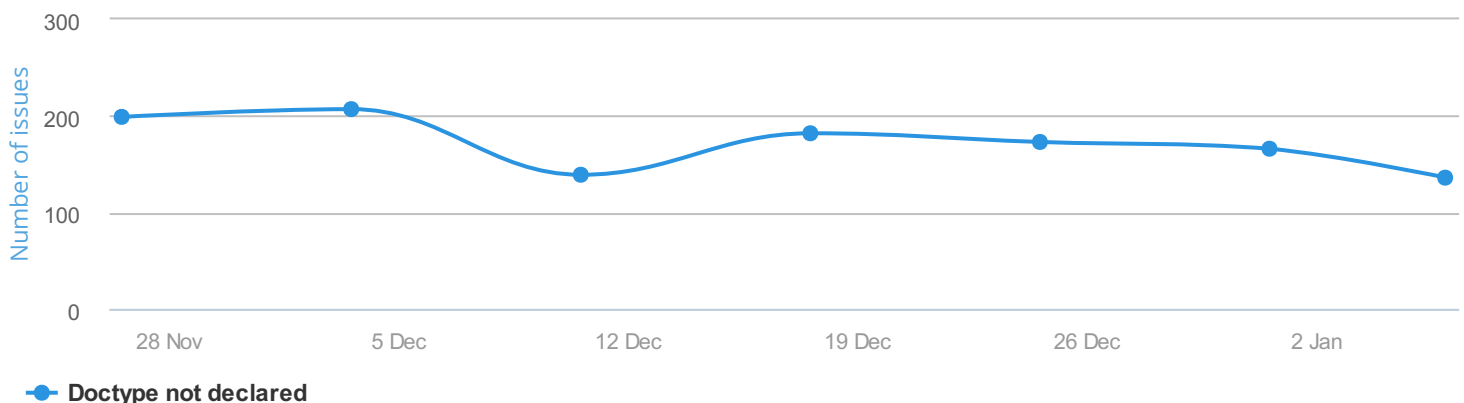
i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Doctype not declared

i About this issue: A webpage's doctype instructs web browsers which version of HTML or XHTML is being used. Declaring a doctype is extremely important in order for a page's content to load properly. If no doctype is specified, this may lead to various problems, such as messed up page content or slow page load speed, and, as a result, negatively affect user experience. How to fix: Specify a doctype for each of your pages by adding a `<!DOCTYPE>` element (e.g., `<!DOCTYPE HTML5>`) to the very top of every webpage source, right before the `<html>` tag.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Doctype not declared 100

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i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Page URL	Discovered
ORLAS SUITE - OR Laser https://www.or-laser.com/fr/logiciel/orlas-suite/	5 Jan 2017 (17:21) [new]
MAG COMPACT - OR Laser https://www.or-laser.com/cn/beschriftungslaser/mag-compact/	5 Jan 2017 (17:21) [new]
各種材料從金屬到鑽石的激光打孔 - OR Laser https://www.or-laser.com/cn/laserbohren/	5 Jan 2017 (17:21) [new]
A Kid's Guide to Engineering - OR Laser https://www.or-laser.com/en/a-kids-guide-to-engineering/	5 Jan 2017 (17:21) [new]
from idea to production - OR Laser https://www.or-laser.com/en/company/from-idea-to-production/	5 Jan 2017 (17:21) [new]
Jewelry Laser Welder For Sale Laser Welding Jewelry - OR Laser https://www.or-laser.com/en/dental-jewelry/	24 Dec 2016 (08:06)
Lasers for Electrical Engineering - OR Laser https://www.or-laser.com/en/electrotechnology/article/or-laser-goes-oekostrom/	5 Jan 2017 (17:21) [new]
Engineering Careers Guide - OR Laser https://www.or-laser.com/en/engineering-careers-guide/	19 Nov 2016 (08:30)
Exploring How Lasers Work - OR Laser https://www.or-laser.com/en/exploring-how-lasers-work/	19 Nov 2016 (08:30)
Facts Laser Applications - OR Laser https://www.or-laser.com/en/facts-laser-applications/	19 Nov 2016 (08:30)
Create Engraved Bottles Bottle Engraving - OR Laser https://www.or-laser.com/en/facts-laser-applications/bottle-engraving/	19 Nov 2016 (08:30)
iPad Engraving Equipment Custom-Engraved iPad Technology - OR Laser https://www.or-laser.com/en/facts-laser-applications/ipad-engraving/	19 Nov 2016 (08:30)
iPhone Engraving Equipment Engrave iPhone Models Easily - OR Laser https://www.or-laser.com/en/facts-laser-applications/iphone-laser-engraving/	10 Dec 2016 (08:05)
Make Laser-Cut Cards Custom Christmas Card Equipment - OR Laser https://www.or-laser.com/en/facts-laser-applications/laser-cut-cards/	19 Nov 2016 (08:30)
Equipment To Laser-Cut Signs Laser-Engraved Manufacturing - OR Laser https://www.or-laser.com/en/facts-laser-applications/laser-cutting-and-engraving-signs/	26 Nov 2016 (08:28)
Laser Photo Engraving Machine Equipment For Sale - OR Laser https://www.or-laser.com/en/facts-laser-applications/laser-photo-engraving/	19 Nov 2016 (08:30)
Create Engraved Mirrors Laser Mirror-Engraving Technology - OR Laser https://www.or-laser.com/en/facts-laser-applications/mirror-engraving/	26 Nov 2016 (08:28)
Laser-Engraving Stamps Laser-Cut Rubber Stamp Equipment - OR Laser https://www.or-laser.com/en/facts-laser-applications/rubber-stamp-engraving-made-easy/	19 Nov 2016 (08:30)
Facts Laser Cutting - OR Laser https://www.or-laser.com/en/facts-laser-cutting/	10 Dec 2016 (08:05)
Acrylic Laser-Cutter Acrylic Laser-Cutting Machine - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-cutting-acrylic/	26 Nov 2016 (08:28)

Page URL	Discovered
Cardstock Cutter Systems Laser-Cut Cardstock - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-cutting-cardstock/	17 Dec 2016 (08:02)
Laser Glass-Cutter Technology Laser-Cutting Glass - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-cutting-glass/	12 Nov 2016 (08:30)
Laser-Cutting Plastic Laser-Cutter Machine Technology - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-cutting-plastic/	31 Dec 2016 (08:15)
Laser-Cutting Polycarbonate Laser-Cut Polycarbonate - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-cutting-polycarbonate/	24 Dec 2016 (08:06)
Laser-Cutting Steel Laser Steel-Cutting Machine - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-cutting-steel/	10 Dec 2016 (08:05)
Laser-Cut Vinyl Industrial Vinyl Laser Cutter Systems - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-cutting-vinyl/	29 Oct 2016 (08:36)
Custom-Cutting Foam Laser Foam-Cutter Machine - OR Laser https://www.or-laser.com/en/facts-laser-cutting/laser-foam-cutter/	31 Dec 2016 (08:15)
Facts Laser Engraving - OR Laser https://www.or-laser.com/en/facts-laser-engraving/	5 Jan 2017 (17:21) [new]
Laser-Engraving Aluminum Laser Etching & Marking - OR Laser https://www.or-laser.com/en/facts-laser-engraving/laser-engraving-aluminium/	31 Dec 2016 (08:15)
Granite-Engraving Equipment Laser-Engraving Granite - OR Laser https://www.or-laser.com/en/facts-laser-engraving/laser-engraving-granite/	19 Nov 2016 (08:30)
Laser-Cutting Leather Custom Laser-Engraving Leather - OR Laser https://www.or-laser.com/en/facts-laser-engraving/laser-engraving-leather/	19 Nov 2016 (08:30)
Laser-Engraving Plastic Plastic Engraving & Etching - OR Laser https://www.or-laser.com/en/facts-laser-engraving/laser-engraving-plastic/	3 Dec 2016 (08:09)
Laser Wood Engraving Machine Laser Wood Engraver - OR Laser https://www.or-laser.com/en/facts-laser-engraving/laser-engraving-wood/	19 Nov 2016 (08:30)
Glass-Engraving Machine Etching & Laser-Engraving Glass - OR Laser https://www.or-laser.com/en/facts-laser-engraving/laser-etching-glass/	19 Nov 2016 (08:30)
Stainless Steel-Engraving Machine Laser-Engraving Steel - OR Laser https://www.or-laser.com/en/facts-laser-engraving/laser-etching-stainless-steel/	19 Nov 2016 (08:30)
Fiber Laser - OR Laser https://www.or-laser.com/en/fiber-laser/	10 Dec 2016 (08:05)
Good to Know - OR Laser https://www.or-laser.com/en/good-to-know/	19 Nov 2016 (08:30)
How Does a Laser Work - OR Laser https://www.or-laser.com/en/how-does-a-laser-work/	5 Jan 2017 (17:21) [new]
Imprint - OR Laser https://www.or-laser.com/en/imprint/	31 Dec 2016 (08:15)
Nice to know - OR Laser https://www.or-laser.com/en/interesting-facts/	17 Dec 2016 (08:02)

Page URL	Discovered
Construction of a laser - OR Laser https://www.or-laser.com/en/interesting-facts/construction-of-a-laser/	5 Jan 2017 (17:21) [new]
Laser Welding - OR Laser https://www.or-laser.com/en/interesting-facts/laser-welding/	31 Dec 2016 (08:15)
Mobile laser - OR Laser https://www.or-laser.com/en/interesting-facts/mobile-laser/	5 Jan 2017 (17:21) [new]
Affordable Nd:YAG Laser Welding Systems and Accessories - OR Laser https://www.or-laser.com/en/interesting-facts/solid-state-lasers-nd-yag/	17 Dec 2016 (08:02)
Working principle of light amplification - OR Laser https://www.or-laser.com/en/interesting-facts/working-principle-of-light-amplification/	5 Jan 2017 (17:21) [new]
Laser Cladding With Powder Coating Additive Manufacturing - OR Laser https://www.or-laser.com/en/laser-cladding/laser-cladding-with-powder/	5 Jan 2017 (17:21) [new]
Laser cladding with wire - OR Laser https://www.or-laser.com/en/laser-cladding/laser-cladding-with-wire/	5 Jan 2017 (17:21) [new]
Manual and automated laser cladding - OR Laser https://www.or-laser.com/en/laser-cladding/manual-and-automated/	31 Dec 2016 (08:15)
Laser Cutter Machines For Sale Laser Cutting Equipment - OR Laser https://www.or-laser.com/en/laser-cutting-machine/	5 Jan 2017 (17:21) [new]
Fusion-, oxygen assisted and sublimationcutting - OR Laser https://www.or-laser.com/en/laser-cutting/cutting-processes/	5 Jan 2017 (17:21) [new]
Laser Engraving Machines Laser Engravers for Sale OR Lasers - OR Laser https://www.or-laser.com/en/laser-engraving-machine/	31 Dec 2016 (08:15)
Laser Etching Machines Industrial Etcher Technology - OR Laser https://www.or-laser.com/en/laser-engraving/laser-removal/	5 Jan 2017 (17:21) [new]
Laser hardening - OR Laser https://www.or-laser.com/en/laser-hardening/	31 Dec 2016 (08:15)
Annealing metals for alternative color impressions - OR Laser https://www.or-laser.com/en/laser-marking/annealing/	17 Dec 2016 (08:02)
Discoloration of plastic for marking - OR Laser https://www.or-laser.com/en/laser-marking/discoloration/	5 Jan 2017 (17:21) [new]
Laser marking - OR Laser https://www.or-laser.com/en/laser-marking/laser-marking/	31 Dec 2016 (08:15)
Welding Machines for Sale Laser Welding Equipment - OR Laser https://www.or-laser.com/en/laser-welding-machine/	5 Jan 2017 (17:21) [new]
Laser Welding Services Precision Laser Beam Welding - OR Laser https://www.or-laser.com/en/laser-welding/	5 Jan 2017 (17:21) [new]
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Laser Spot Welder Laser Seam Welder Direct Welder - OR Laser https://www.or-laser.com/en/laser-welding/spot-seam-and-direct-welding/	31 Dec 2016 (08:15)

Page URL	Discovered
Welding Processes Laser Welding Process - OR Laser https://www.or-laser.com/en/laser-welding/welding-processes/	31 Dec 2016 (08:15)
DIODELINE - Diode Pumped fibre lasers - OR Laser https://www.or-laser.com/en/lasersystems/diodeline/	5 Jan 2017 (17:21) [new]
Ergonomic Laser Welding System Technology - OR Laser https://www.or-laser.com/en/lasersystems/eco-laser/	24 Dec 2016 (08:06)
EVO MOBILE - OR Laser https://www.or-laser.com/en/lasersystems/evo-mobile/	5 Jan 2017 (17:21) [new]
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ROBOLASER: The Premium Laser Welder, Cutter, and Cladder - OR Laser https://www.or-laser.com/en/lasersystems/robolaser/	17 Dec 2016 (08:02)
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MAG BIG BOX: lasermarker for heavy workpieces - OR Laser https://www.or-laser.com/en/markings-laser/big-box/article/enorme-zeitersparnis-motorische-drehachse-programmierbar/	5 Jan 2017 (17:21) [new]
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updates - OR Laser https://www.or-laser.com/en/news/4/	18 Jun 2016 (18:37)
updates - OR Laser https://www.or-laser.com/en/news/5/	18 Jun 2016 (18:37)

Page URL	Discovered
updates - OR Laser https://www.or-laser.com/en/news/6/	18 Jun 2016 (18:37)
updates - OR Laser https://www.or-laser.com/en/news/7/	18 Jun 2016 (18:37)
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Exhibition news for Hannover Messe and Moulding Expo in Stuttgart https://www.or-laser.com/en/news/exhibition-news-for-hannover-messe-and-moulding-expo-in-stuttgart-1/	5 Jan 2017 (17:21) [new]
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Careers at - OR Laser https://www.or-laser.com/en/news/jobs/	18 Jun 2016 (18:37)
Jobs https://www.or-laser.com/en/news/jobs/konstrukteur-mw/	16 Jul 2016 (15:00)
Jobs https://www.or-laser.com/en/news/jobs/masterstudentin-mw/	18 Jun 2016 (18:37)
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News https://www.or-laser.com/en/news/konstrukteur-mw/	16 Jul 2016 (15:00)
Laser Cladding with Powder - The Relationship Between Particle Size and Process Efficiency https://www.or-laser.com/en/news/laser-cladding-with-powder-the-relationship-between-particle-size-and-process-efficiency/	5 Jan 2017 (17:21) [new]
Laser marking and laser engraving process enables high flexibility, efficiency and reproducibility of your production processes https://www.or-laser.com/en/news/laser-marking-and-laser-engraving-process-enables-high-flexibility-efficiency-and-reproducibility-of-your-production-processes/	5 Jan 2017 (17:21) [new]
Lettering of 3D Surfaces https://www.or-laser.com/en/news/lettering-of-3d-surfaces/	5 Jan 2017 (17:21) [new]
News https://www.or-laser.com/en/news/masterstudentin-mw/	18 Jun 2016 (18:37)
More power: Diode Line laser source provides 300 W https://www.or-laser.com/en/news/more-power-diode-line-laser-source-provides-300-w/	5 Jan 2017 (17:21) [new]
New functions for EVO installations: 3-point circle extension https://www.or-laser.com/en/news/new-functions-for-evo-installations-3-point-circle-extension/	5 Jan 2017 (17:21) [new]
OR Laser brings innovations to the EuroMold https://www.or-laser.com/en/news/or-laser-brings-innovations-to-the-euomold-1/	5 Jan 2017 (17:21) [new]

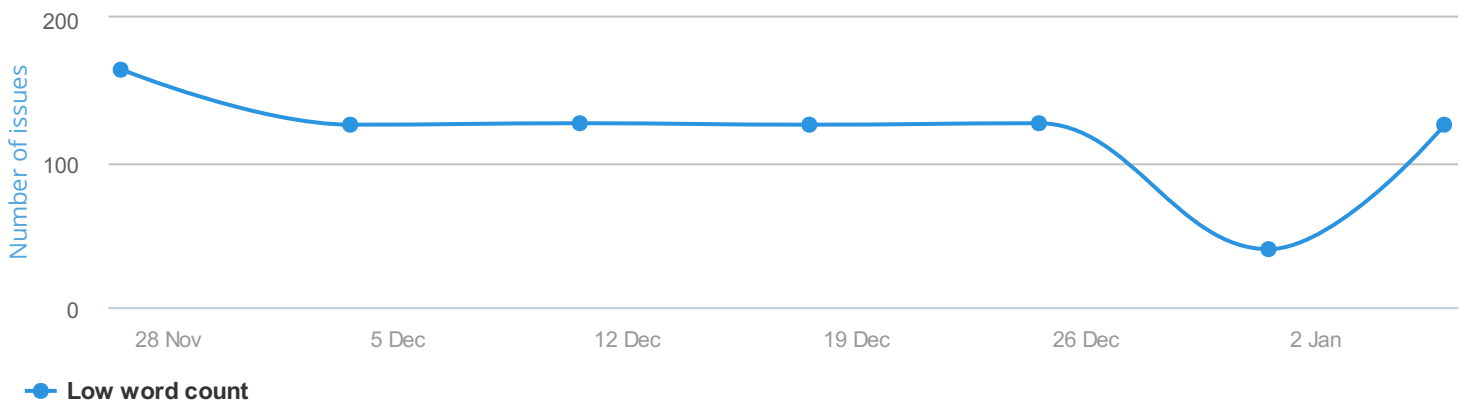
Page URL	Discovered
OR Laser DIODELINE optimised for powder cladding https://www.or-laser.com/en/news/or-laser-diodeline-optimised-for-powder-cladding-1/	5 Jan 2017 (17:21) [new]

Low word count

- i** *About this issue: This issue is triggered if the number of words on your webpage is less than 200. The amount of text placed on your webpage is a quality signal to search engines. Search engines prefer to provide as much information to users as possible, so pages with longer content tend to be placed higher in search results, as opposed to those with lower word counts. How to fix: Improve your on-page content and be sure to include more than 200 meaningful words.*

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Low word count 100

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Page URL	Words Count	Discovered
Eric Herrmann, Autor auf OR Laser Blog - Seite 2 von 2 http://blog.or-laser.com/de/author/e-herrmann/page/2/	195	5 Jan 2017 (17:21) [new]
Unkategorisiert Archive - Seite 2 von 2 - OR Laser Blog http://blog.or-laser.com/de/category/unkategorisiert/page/2/	185	5 Jan 2017 (17:21) [new]
OR Laser Blog - Seite 2 von 2 - http://blog.or-laser.com/de/page/2/	181	5 Jan 2017 (17:21) [new]
Additive Manufacturing Archive - OR Laser Blog http://blog.or-laser.com/de/tag/additive-manufacturing/	70	5 Jan 2017 (17:21) [new]
Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/additive-fertigung/	193	5 Jan 2017 (17:21) [new]
Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/additive-fertigung/	70	5 Jan 2017 (17:21) [new]
Antriebswellen von Containerschiffen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/antriebswellen-von-containerschiffen/	70	5 Jan 2017 (17:21) [new]

Page URL	Words Count	Discovered
Auftragschweißen mit Pulver Archive - OR Laser Blog http://blog.or-laser.com/de/tag/auftragschweissen-mit-pulver/	64	5 Jan 2017 (17:21) [new]
Direct Metal Deposition Archive - OR Laser Blog http://blog.or-laser.com/de/tag/direct-metal-deposition/	157	5 Jan 2017 (17:21) [new]
Evo-Controller Archive - OR Laser Blog http://blog.or-laser.com/de/tag/evo-controller/	64	5 Jan 2017 (17:21) [new]
EVO MOBILE Archive - OR Laser Blog http://blog.or-laser.com/de/tag/evo-mobile/	67	5 Jan 2017 (17:21) [new]
faserlaser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/faserlaser/	66	5 Jan 2017 (17:21) [new]
Generative Fertigung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/generative-fertigung/	66	5 Jan 2017 (17:21) [new]
Gravurlaser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/gravurlaser/	59	5 Jan 2017 (17:21) [new]
handschweißlaser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/handschweisslaser/	63	5 Jan 2017 (17:21) [new]
HTS MOBILE Archive - OR Laser Blog http://blog.or-laser.com/de/tag/hts-mobile/	67	5 Jan 2017 (17:21) [new]
Industrie 4.0 Archive - OR Laser Blog http://blog.or-laser.com/de/tag/industrie-4-0/	64	5 Jan 2017 (17:21) [new]
IQ Laser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/iq-laser/	64	5 Jan 2017 (17:21) [new]
Kunststoffschweißanlage Archive - OR Laser Blog http://blog.or-laser.com/de/tag/kunststoffschweissanlage/	60	5 Jan 2017 (17:21) [new]
Kunststoffschweißanlage Archive - OR Laser Blog http://blog.or-laser.com/de/tag/kunststoffschweissanlage/	58	5 Jan 2017 (17:21) [new]
Kunststoffschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/kunststoffschweissen/	96	5 Jan 2017 (17:21) [new]
laser gravieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-gravieren/	62	5 Jan 2017 (17:21) [new]
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laser plastic welding Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-plastic-welding/	28	5 Jan 2017 (17:21) [new]
Laserauftragsschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserauftragsschweissen/	61	5 Jan 2017 (17:21) [new]
laserbearbeitungssoftware Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserbearbeitungssoftware/	108	5 Jan 2017 (17:21) [new]

Page URL	Words Count	Discovered
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Lasergraviermaschine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasergraviermaschine/	132	5 Jan 2017 (17:21) [new]
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lasermarkieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasermarkieren/	95	5 Jan 2017 (17:21) [new]
Lasermarkiermaschine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasermarkiermaschine/	95	5 Jan 2017 (17:21) [new]
Laserschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserschweissen/	63	5 Jan 2017 (17:21) [new]
Lasersteuerung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasersteuerung/	64	5 Jan 2017 (17:21) [new]
Lasersystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasersystem/	63	5 Jan 2017 (17:21) [new]
mobile laserschweißanlage Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobile-laserschweissanlage/	69	5 Jan 2017 (17:21) [new]
mobiler laser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiler-laser/	110	5 Jan 2017 (17:21) [new]
mobiles laserschweißsystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiles-laserschweissystem/	69	5 Jan 2017 (17:21) [new]
mobiles lasersystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiles-lasersystem/	66	5 Jan 2017 (17:21) [new]
Orlas Suite Archive - OR Laser Blog http://blog.or-laser.com/de/tag/orlas-suite/	111	5 Jan 2017 (17:21) [new]
Plastic Table Top Welding System Archive - OR Laser Blog http://blog.or-laser.com/de/tag/plastic-table-top-welding-system/	69	5 Jan 2017 (17:21) [new]
Pulverauftrag Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverauftrag/	67	5 Jan 2017 (17:21) [new]
Pulverauftragschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverauftragschweissen/	104	5 Jan 2017 (17:21) [new]
Pulverdüse Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverduese/	151	5 Jan 2017 (17:21) [new]
software zur lasermaterialbearbeitung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/software-zur-lasermaterialbearbeitung/	111	5 Jan 2017 (17:21) [new]
Software Archive - OR Laser Blog http://blog.or-laser.com/de/tag/software/	64	5 Jan 2017 (17:21) [new]
Verschleißschutzschicht Archive - OR Laser Blog http://blog.or-laser.com/de/tag/verschleisschutzschicht/	67	5 Jan 2017 (17:21) [new]

Page URL	Words Count	Discovered
Werkzeug- und Formenbau Archive - OR Laser Blog http://blog.or-laser.com/de/tag/werkzeug-und-formenbau/	66	5 Jan 2017 (17:21) [new]
3D Metal Printing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/3d-metal-printing/	71	5 Jan 2017 (17:21) [new]
3D Printing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/3d-printing/	62	5 Jan 2017 (17:21) [new]
Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/en/tag/additive-fertigung-en/	113	5 Jan 2017 (17:21) [new]
Additive Manufacturing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/additive-manufacturing/	65	5 Jan 2017 (17:21) [new]
Direct Metals Deposition Archive - OR Laser Blog http://blog.or-laser.com/en/tag/direct-metals-deposition/	67	5 Jan 2017 (17:21) [new]
DMD Archive - OR Laser Blog http://blog.or-laser.com/en/tag/dmd/	65	5 Jan 2017 (17:21) [new]
Drive Shafts Archive - OR Laser Blog http://blog.or-laser.com/en/tag/drive-shafts/	65	5 Jan 2017 (17:21) [new]
engraving laser Archive - OR Laser Blog http://blog.or-laser.com/en/tag/engraving-laser/	72	5 Jan 2017 (17:21) [new]
handheld laser machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-machine/	83	5 Jan 2017 (17:21) [new]
handheld laser system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-system/	83	5 Jan 2017 (17:21) [new]
handheld laser welding machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-welding-machine/	86	5 Jan 2017 (17:21) [new]
handheld laser welding system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-welding-system/	86	5 Jan 2017 (17:21) [new]
handheld laser Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser/	80	5 Jan 2017 (17:21) [new]
Industry 4.0 Archive - OR Laser Blog http://blog.or-laser.com/en/tag/industry-4-0/	58	5 Jan 2017 (17:21) [new]
Laser cladding with powder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-cladding-with-powder/	117	5 Jan 2017 (17:21) [new]
Laser Cladding Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-cladding/	154	5 Jan 2017 (17:21) [new]
laser engraver Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraver/	109	5 Jan 2017 (17:21) [new]
laser engraving machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving-machine/	159	5 Jan 2017 (17:21) [new]
laser engraving software Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving-software/	75	5 Jan 2017 (17:21) [new]

Page URL	Words Count	Discovered
laser engraving Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving/	108	5 Jan 2017 (17:21) [new]
laser marking machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-marking-machine/	159	5 Jan 2017 (17:21) [new]
laser marking Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-marking/	108	5 Jan 2017 (17:21) [new]
laser processing software Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-processing-software/	67	5 Jan 2017 (17:21) [new]
Laser System Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-system/	80	5 Jan 2017 (17:21) [new]
metal printing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/metal-printing/	70	5 Jan 2017 (17:21) [new]
mobile laser welder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welder/	137	5 Jan 2017 (17:21) [new]
mobile laser welding machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welding-machine/	85	5 Jan 2017 (17:21) [new]
mobile laser welding system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welding-system/	140	5 Jan 2017 (17:21) [new]
mobile laserwelder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laserwelder/	134	5 Jan 2017 (17:21) [new]
Plastic Welding System Archive - OR Laser Blog http://blog.or-laser.com/en/tag/plastic-welding-system/	69	5 Jan 2017 (17:21) [new]
Plastic Welding Archive - OR Laser Blog http://blog.or-laser.com/en/tag/plastic-welding/	114	5 Jan 2017 (17:21) [new]
Powder Cladding of Sensors Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-cladding-of-sensors/	73	5 Jan 2017 (17:21) [new]
Powder Cladding Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-cladding/	156	5 Jan 2017 (17:21) [new]
Powder Nozzle Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-nozzle/	149	5 Jan 2017 (17:21) [new]
Powder particle size Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-particle-size/	69	5 Jan 2017 (17:21) [new]
software for laser processing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/software-for-laser-processing/	71	5 Jan 2017 (17:21) [new]
tool and mold-making Archive - OR Laser Blog http://blog.or-laser.com/en/tag/tool-and-mold-making/	78	5 Jan 2017 (17:21) [new]
Tool and Moldmaking Archive - OR Laser Blog http://blog.or-laser.com/en/tag/tool-and-moldmaking/	63	5 Jan 2017 (17:21) [new]
Contact us – ORLAS CREATOR http://creator.or-laser.com/contact-us/	53	19 Nov 2016 (08:30)

Page URL	Words Count	Discovered
Ludovico Camarda – ORLAS CREATOR http://creator.or-laser.com/ludovico-camarda/	195	19 Nov 2016 (08:30)
Markus Wolf – ORLAS CREATOR http://creator.or-laser.com/markus-wolf/	132	19 Nov 2016 (08:30)
Uri Resnik – ORLAS CREATOR http://creator.or-laser.com/uri-resnik/	56	19 Nov 2016 (08:30)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=Compact	17	26 Nov 2016 (08:28)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=MAGBIGBOX	17	26 Nov 2016 (08:28)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=MAGBOX	17	26 Nov 2016 (08:28)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=MAGPRO	17	26 Nov 2016 (08:28)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=PORTAL	17	26 Nov 2016 (08:28)
查询 - OR Laser https://www.or-laser.com/cn/kontakt/anfrage/?lasersystem=STATION	17	26 Nov 2016 (08:28)
Anfrage - OR Laser https://www.or-laser.com/de/kontakt/anfrage/?lasersystem=Compact	35	26 Nov 2016 (08:28)
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Anfrage - OR Laser https://www.or-laser.com/de/kontakt/anfrage/?lasersystem=MAGBOX	35	26 Nov 2016 (08:28)
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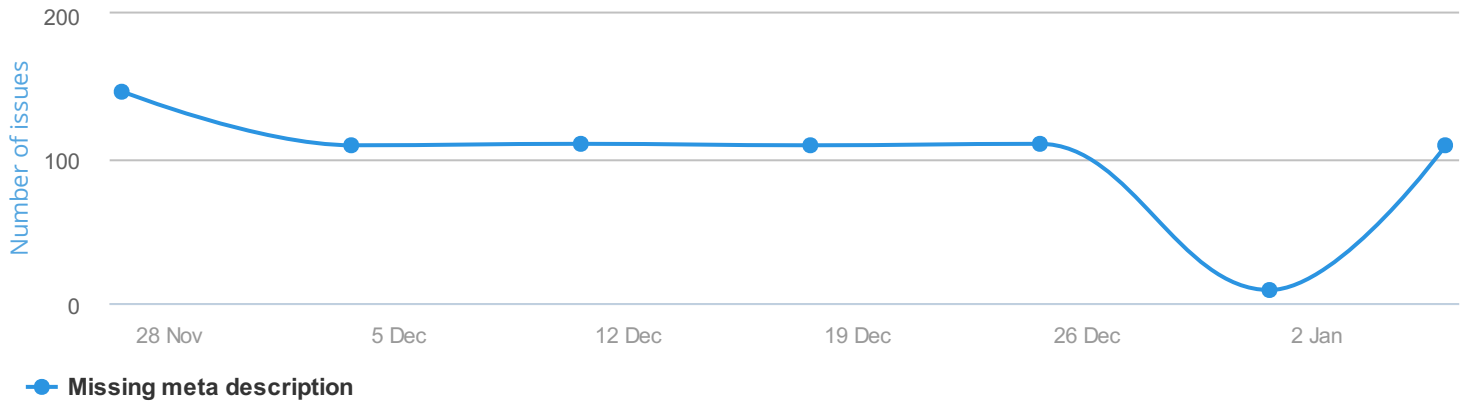
i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Missing meta description

i About this issue: Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users. How to fix: In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Missing meta description 100

www.or-laser.com, SEMrushBot-Desktop

Page URL	Discovered
OR Laser Blog - http://blog.or-laser.com	5 Jan 2017 (17:21) [new]
OR Laser Blog - http://blog.or-laser.com/de/	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog http://blog.or-laser.com/de/author/e-herrmann/	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog - Seite 2 von 2 http://blog.or-laser.com/de/author/e-herrmann/page/2/	5 Jan 2017 (17:21) [new]
Unkategorisiert Archive - OR Laser Blog http://blog.or-laser.com/de/category/unkategorisiert/	5 Jan 2017 (17:21) [new]
Unkategorisiert Archive - Seite 2 von 2 - OR Laser Blog http://blog.or-laser.com/de/category/unkategorisiert/page/2/	5 Jan 2017 (17:21) [new]
OR Laser Blog - Seite 2 von 2 - http://blog.or-laser.com/de/page/2/	5 Jan 2017 (17:21) [new]
Additive Manufacturing Archive - OR Laser Blog http://blog.or-laser.com/de/tag/additive-manufacturing/	5 Jan 2017 (17:21) [new]
Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/additive-fertigung/	5 Jan 2017 (17:21) [new]
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Page URL	Discovered
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Industrie 4.0 Archive - OR Laser Blog http://blog.or-laser.com/de/tag/industrie-4-0/	5 Jan 2017 (17:21) [new]
IQ Laser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/iq-laser/	5 Jan 2017 (17:21) [new]
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Kunststoffschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/kunststoffschweissen/	5 Jan 2017 (17:21) [new]
laser gravieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-gravieren/	5 Jan 2017 (17:21) [new]
laser markieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-markieren/	5 Jan 2017 (17:21) [new]
laser plastic welding machine Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-plastic-welding-machine/	5 Jan 2017 (17:21) [new]
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Laser Software Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laser-software/	5 Jan 2017 (17:21) [new]
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laserbearbeitungssoftware Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserbearbeitungssoftware/	5 Jan 2017 (17:21) [new]
Lasergravieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasergravieren/	5 Jan 2017 (17:21) [new]
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Page URL	Discovered
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lasermarkieren Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasermarkieren/	5 Jan 2017 (17:21) [new]
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Laserschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/laserschweissen/	5 Jan 2017 (17:21) [new]
Lasersteuerung Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasersteuerung/	5 Jan 2017 (17:21) [new]
Lasersystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/lasersystem/	5 Jan 2017 (17:21) [new]
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mobiler laser Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiler-laser/	5 Jan 2017 (17:21) [new]
mobiles laserschweißsystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiles-laserschweissystem/	5 Jan 2017 (17:21) [new]
mobiles lasersystem Archive - OR Laser Blog http://blog.or-laser.com/de/tag/mobiles-lasersystem/	5 Jan 2017 (17:21) [new]
Orlas Suite Archive - OR Laser Blog http://blog.or-laser.com/de/tag/orlas-suite/	5 Jan 2017 (17:21) [new]
Plastic Table Top Welding System Archive - OR Laser Blog http://blog.or-laser.com/de/tag/plastic-table-top-welding-system/	5 Jan 2017 (17:21) [new]
Pulverauftrag Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverauftrag/	5 Jan 2017 (17:21) [new]
Pulverauftragschweißen Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverauftragschweissen/	5 Jan 2017 (17:21) [new]
Pulverdüse Archive - OR Laser Blog http://blog.or-laser.com/de/tag/pulverduese/	5 Jan 2017 (17:21) [new]
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Software Archive - OR Laser Blog http://blog.or-laser.com/de/tag/software/	5 Jan 2017 (17:21) [new]
Verschleißschuttschicht Archive - OR Laser Blog http://blog.or-laser.com/de/tag/verschleisschuttschicht/	5 Jan 2017 (17:21) [new]
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OR Laser Blog - http://blog.or-laser.com/en/	5 Jan 2017 (17:21) [new]

Page URL	Discovered
Eric Herrmann, Autor auf OR Laser Blog http://blog.or-laser.com/en/author/e-herrmann/	5 Jan 2017 (17:21) [new]
Eric Herrmann, Autor auf OR Laser Blog - Page 2 of 2 http://blog.or-laser.com/en/author/e-herrmann/page/2/	5 Jan 2017 (17:21) [new]
Uncategorized Archive - OR Laser Blog http://blog.or-laser.com/en/category/uncategorized/	5 Jan 2017 (17:21) [new]
Uncategorized Archive - Page 2 of 2 - OR Laser Blog http://blog.or-laser.com/en/category/uncategorized/page/2/	5 Jan 2017 (17:21) [new]
Heading for Success with O.R. Laser: Hessische Werkzeug- und Formenbau GmbH - OR Laser Blog http://blog.or-laser.com/en/heading-for-success-with-o-r-laser-hessische-werkzeug-und-formenbau-gmbh/	5 Jan 2017 (17:21) [new]
OR Laser Blog - Page 2 of 2 - http://blog.or-laser.com/en/page/2/	5 Jan 2017 (17:21) [new]
Scanner-based laser processing of materials with the ORLAS STATION - OR Laser Blog http://blog.or-laser.com/en/scanner-based-laser-processing-of-materials-with-the-orlas-station/	5 Jan 2017 (17:21) [new]
3D Metal Printing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/3d-metal-printing/	5 Jan 2017 (17:21) [new]
3D Printing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/3d-printing/	5 Jan 2017 (17:21) [new]
Additive Fertigung Archive - OR Laser Blog http://blog.or-laser.com/en/tag/additive-fertigung-en/	5 Jan 2017 (17:21) [new]
Additive Manufacturing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/additive-manufacturing/	5 Jan 2017 (17:21) [new]
Additive Manufacturing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/additive-manufacturing/	5 Jan 2017 (17:21) [new]
Direct Metals Deposition Archive - OR Laser Blog http://blog.or-laser.com/en/tag/direct-metals-deposition/	5 Jan 2017 (17:21) [new]
DMD Archive - OR Laser Blog http://blog.or-laser.com/en/tag/dmd/	5 Jan 2017 (17:21) [new]
Drive Shafts Archive - OR Laser Blog http://blog.or-laser.com/en/tag/drive-shafts/	5 Jan 2017 (17:21) [new]
engraving laser Archive - OR Laser Blog http://blog.or-laser.com/en/tag/engraving-laser/	5 Jan 2017 (17:21) [new]
handheld laser machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-machine/	5 Jan 2017 (17:21) [new]
handheld laser system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-system/	5 Jan 2017 (17:21) [new]
handheld laser welding machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-welding-machine/	5 Jan 2017 (17:21) [new]
handheld laser welding system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser-welding-system/	5 Jan 2017 (17:21) [new]

Page URL	Discovered
handheld laser Archive - OR Laser Blog http://blog.or-laser.com/en/tag/handheld-laser/	5 Jan 2017 (17:21) [new]
Industry 4.0 Archive - OR Laser Blog http://blog.or-laser.com/en/tag/industry-4-0/	5 Jan 2017 (17:21) [new]
Laser cladding with powder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-cladding-with-powder/	5 Jan 2017 (17:21) [new]
Laser Cladding Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-cladding/	5 Jan 2017 (17:21) [new]
laser engraver Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraver/	5 Jan 2017 (17:21) [new]
laser engraving machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving-machine/	5 Jan 2017 (17:21) [new]
laser engraving software Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving-software/	5 Jan 2017 (17:21) [new]
laser engraving Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-engraving/	5 Jan 2017 (17:21) [new]
laser marking machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-marking-machine/	5 Jan 2017 (17:21) [new]
laser marking Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-marking/	5 Jan 2017 (17:21) [new]
laser processing software Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-processing-software/	5 Jan 2017 (17:21) [new]
Laser System Archive - OR Laser Blog http://blog.or-laser.com/en/tag/laser-system/	5 Jan 2017 (17:21) [new]
metal printing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/metal-printing/	5 Jan 2017 (17:21) [new]
mobile laser welder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welder/	5 Jan 2017 (17:21) [new]
mobile laser welding machine Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welding-machine/	5 Jan 2017 (17:21) [new]
mobile laser welding system Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laser-welding-system/	5 Jan 2017 (17:21) [new]
mobile laserwelder Archive - OR Laser Blog http://blog.or-laser.com/en/tag/mobile-laserwelder/	5 Jan 2017 (17:21) [new]
Plastic Welding System Archive - OR Laser Blog http://blog.or-laser.com/en/tag/plastic-welding-system/	5 Jan 2017 (17:21) [new]
Plastic Welding Archive - OR Laser Blog http://blog.or-laser.com/en/tag/plastic-welding/	5 Jan 2017 (17:21) [new]
Powder Cladding of Sensors Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-cladding-of-sensors/	5 Jan 2017 (17:21) [new]

Page URL	Discovered
Powder Cladding Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-cladding/	5 Jan 2017 (17:21) [new]
Powder Nozzle Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-nozzle/	5 Jan 2017 (17:21) [new]
Powder particle size Archive - OR Laser Blog http://blog.or-laser.com/en/tag/powder-particle-size/	5 Jan 2017 (17:21) [new]
software for laser processing Archive - OR Laser Blog http://blog.or-laser.com/en/tag/software-for-laser-processing/	5 Jan 2017 (17:21) [new]
tool and mold-making Archive - OR Laser Blog http://blog.or-laser.com/en/tag/tool-and-mold-making/	5 Jan 2017 (17:21) [new]
Tool and Moldmaking Archive - OR Laser Blog http://blog.or-laser.com/en/tag/tool-and-moldmaking/	5 Jan 2017 (17:21) [new]

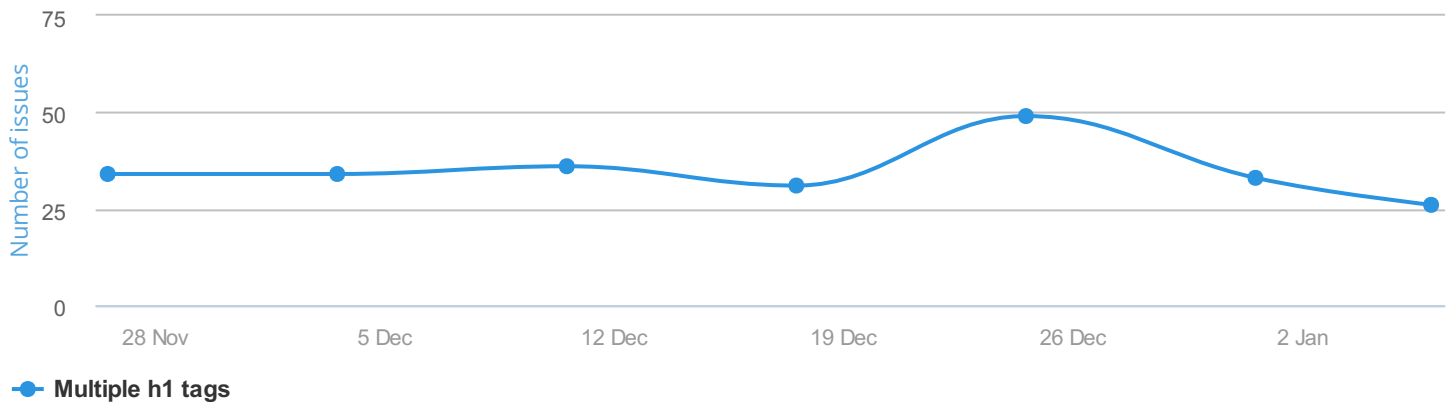
i We're displaying 100 results. To view more data, please contact us at: site-audit-feedback@semrush.com

Multiple h1 tags

i About this issue: Although multiple `<h1>` tags are allowed in HTML5, we still do not recommend that you use more than one `<h1>` tag per page. Including multiple `<h1>` tags may confuse users. How to fix: Use multiple `<h2>`-`<h6>` tags instead of an `<h1>`.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Multiple h1 tags 26

www.or-laser.com, SEMrushBot-Desktop

Page URL	H1 Count	Discovered
Ludovico Camarda – ORLAS CREATOR http://creator.or-laser.com/ludovico-camarda/	2	19 Nov 2016 (08:30)
Markus Wolf – ORLAS CREATOR http://creator.or-laser.com/markus-wolf/	2	19 Nov 2016 (08:30)

Page URL	H1 Count	Discovered
The Machine – ORLAS CREATOR http://creator.or-laser.com/the-machine/	2	19 Nov 2016 (08:30)
Uri Resnik – ORLAS CREATOR http://creator.or-laser.com/uri-resnik/	2	19 Nov 2016 (08:30)
版本说明 - OR Laser https://www.or-laser.com/cn/impressum/	3	18 Jun 2016 (18:37)
版本说明 - OR Laser https://www.or-laser.com/cn/impressum/?no_cache=1&type=98&print=1	3	17 Dec 2016 (08:02)
展覽日期 - OR Laser https://www.or-laser.com/cn/messetermine/	5	9 Jul 2016 (15:38)
展覽日期 - OR Laser https://www.or-laser.com/cn/messetermine/?amp;no_cache=1&print=1&type=98	5	5 Jan 2017 (17:21) [new]
Messetermine - OR Laser https://www.or-laser.com/de/messetermine/	5	9 Jul 2016 (15:38)
Messetermine - OR Laser https://www.or-laser.com/de/messetermine/?amp;no_cache=1&print=1&type=98	5	5 Jan 2017 (17:21) [new]
Fair dates - OR Laser https://www.or-laser.com/en/fair-dates/	5	9 Jul 2016 (15:38)
Fair dates - OR Laser https://www.or-laser.com/en/fair-dates/?amp;no_cache=1&print=1&type=98	5	5 Jan 2017 (17:21) [new]
Calendrier de foires - OR Laser https://www.or-laser.com/fr/dates-des-salons/	5	9 Jul 2016 (15:38)
empreinte - OR Laser https://www.or-laser.com/fr/empreinte/	2	18 Jun 2016 (18:37)
empreinte - OR Laser https://www.or-laser.com/fr/empreinte/?no_cache=1&type=98&print=1	2	31 Dec 2016 (08:15)
Calendario fiere - OR Laser https://www.or-laser.com/it/date-delle-fiere/	5	9 Jul 2016 (15:38)
Calendario fiere - OR Laser https://www.or-laser.com/it/date-delle-fiere/?amp;no_cache=1&print=1&type=98	5	5 Jan 2017 (17:21) [new]
impronta - OR Laser https://www.or-laser.com/it/stampa/	2	18 Jun 2016 (18:37)
impronta - OR Laser https://www.or-laser.com/it/stampa/?no_cache=1&type=98&print=1	2	17 Dec 2016 (08:02)
インプリント - OR Laser https://www.or-laser.com/jp/impressum/	2	18 Jun 2016 (18:37)
インプリント - OR Laser https://www.or-laser.com/jp/impressum/?no_cache=1&type=98&print=1	2	17 Dec 2016 (08:02)
コーティングの彫刻のためのレーザーアブレーション - OR Laser https://www.or-laser.com/jp/lasergravieren/laserabtragen/	2	18 Jun 2016 (18:37)

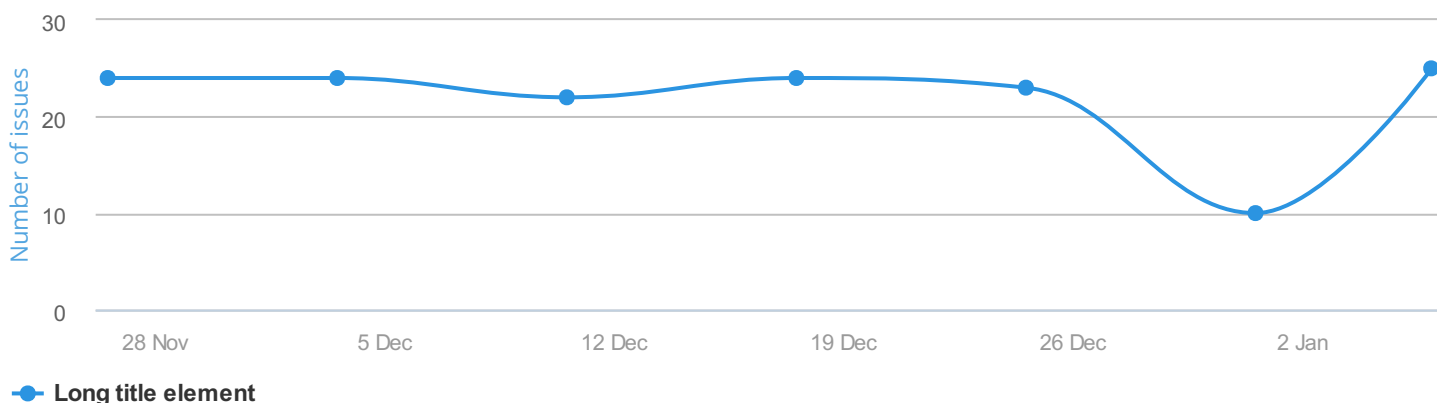
Page URL	H1 Count	Discovered
コーティングの彫刻のためのレーザーアブレーション - OR Laser https://www.or-laser.com/jp/lasergravieren/laserabtragen/article/or-laser-goes-oekostrom/	2	5 Jan 2017 (17:21) [new]
コーティングの彫刻のためのレーザーアブレーション - OR Laser https://www.or-laser.com/jp/lasergravieren/laserabtragen/article/vertriebsmitarbeiter-fuer-den-innendienst-mw-1/	2	5 Jan 2017 (17:21) [new]
フェア日程 - OR Laser https://www.or-laser.com/jp/messetermine/	5	9 Jul 2016 (15:38)
フェア日程 - OR Laser https://www.or-laser.com/jp/messetermine/?amp;no_cache=1&print=1&type=98	5	5 Jan 2017 (17:21) [new]

Long title element

- i** About this issue: Most search engines truncate titles containing more than 75 characters. Incomplete and shortened titles look unappealing to users and won't entice them to click on your page. How to fix: Try to rewrite your page titles to be 75 characters or less.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Long title element 25

www.or-laser.com, SEMrushBot-Desktop

Page URL	Title	Discovered
Additive Manufacturing bringt Antriebswellen von Containerschiffen auf Hochtouren - OR Laser Blog http://blog.or-laser.com/de/additive-manufacturing-bringt-antriebswellen-von-containerschiffen-auf-hochtouren/	Additive Manufacturing bringt Antriebswellen von Containerschiffen auf Hochtouren - OR Laser Blog	5 Jan 2017 (17:21) [new]
DMD Verfahren beschleunigt Formänderungen im Werkzeug- und Formenbau - OR Laser Blog http://blog.or-laser.com/de/dmd-verfahren-beschleunigt-formaenderungen-im-werkzeug-und-formenbau/	DMD Verfahren beschleunigt Formänderungen im Werkzeug- und Formenbau - OR Laser Blog	5 Jan 2017 (17:21) [new]
IQ Laser: Schnell und ökonomisch - Reparaturschweißen direkt vor Ort - OR Laser Blog http://blog.or-laser.com/de/iq-laser/	IQ Laser: Schnell und ökonomisch - Reparaturschweißen direkt vor Ort - OR Laser Blog	5 Jan 2017 (17:21) [new]

Page URL	Title	Discovered
Mit OR Laser zum Erfolg - Hessische Werkzeug- und Formenbau GmbH - OR Laser Blog http://blog.or-laser.com/de/mit-or-laser-zum-erfolg-hessische-werkzeug-und-formenbau-gmbh/	Mit OR Laser zum Erfolg - Hessische Werkzeug- und Formenbau GmbH - OR Laser Blog	5 Jan 2017 (17:21) [new]
ORLAS SUITE - Die All in One Softwarelösung für Laseranwendungen - OR Laser Blog http://blog.or-laser.com/de/orlas-suite-die-all-in-one-softwareloesung-fuer-laseranwendungen/	ORLAS SUITE - Die All in One Softwarelösung für Laseranwendungen - OR Laser Blog	5 Jan 2017 (17:21) [new]
Pulver-Partikelgröße und Prozesseffizienz beim Pulverauftragschweißen - OR Laser Blog http://blog.or-laser.com/de/pulverauftragschweissen/	Pulver-Partikelgröße und Prozesseffizienz beim Pulverauftragschweißen - OR Laser Blog	5 Jan 2017 (17:21) [new]
Scannerbasierte Lasermaterialbearbeitung mit der ORLAS STATION - OR Laser Blog http://blog.or-laser.com/de/scannerbasierte-lasermaterialbearbeitung-mit-der-orlas-station/	Scannerbasierte Lasermaterialbearbeitung mit der ORLAS STATION - OR Laser Blog	5 Jan 2017 (17:21) [new]
OR LASER präsentiert: Die Table Top Plastic Welding Anlage ORLAS TT - OR Laser Blog http://blog.or-laser.com/de/table-top-plastic-welding-anlage-orlas-tt/	OR LASER präsentiert: Die Table Top Plastic Welding Anlage ORLAS TT - OR Laser Blog	5 Jan 2017 (17:21) [new]
Additive Manufacturing Gets Drive Shafts up to Speed on Container Ships - OR Laser Blog http://blog.or-laser.com/en/additive-manufacturing-gets-drive-shafts-up-to-speed-on-container-ships/	Additive Manufacturing Gets Drive Shafts up to Speed on Container Ships - OR Laser Blog	5 Jan 2017 (17:21) [new]
Heading for Success with O.R. Laser: Hessische Werkzeug- und Formenbau GmbH - OR Laser Blog http://blog.or-laser.com/en/heading-for-success-with-o-r-laser-hessische-werkzeug-und-formenbau-gmbh/	Heading for Success with O.R. Laser: Hessische Werkzeug- und Formenbau GmbH - OR Laser Blog	5 Jan 2017 (17:21) [new]
OR LASER presents: New Table Top Plastic Welding System ORLAS TT - OR Laser Blog http://blog.or-laser.com/en/or-laser-presents-new-table-top-plastic-welding-system-orlas-tt/	OR LASER presents: New Table Top Plastic Welding System ORLAS TT - OR Laser Blog	5 Jan 2017 (17:21) [new]
ORLAS SUITE - the All in One Software Solution for Laser Applications - OR Laser Blog http://blog.or-laser.com/en/orlas-suite-the-all-in-one-software-solution-for-laser-applications/	ORLAS SUITE - the All in One Software Solution for Laser Applications - OR Laser Blog	5 Jan 2017 (17:21) [new]
Scanner-based laser processing of materials with the ORLAS STATION - OR Laser Blog http://blog.or-laser.com/en/scanner-based-laser-processing-of-materials-with-the-orlas-station/	Scanner-based laser processing of materials with the ORLAS STATION - OR Laser Blog	5 Jan 2017 (17:21) [new]
Additive Manufacturing beschleunigt Formänderungen im Werkzeug- und Formenbau https://www.or-laser.com/de/news/additive-manufacturing-beschleunigt-formaenderungen-im-werkzeug-und-formenbau/	Additive Manufacturing beschleunigt Formänderungen im Werkzeug- und Formenbau	3 Sep 2016 (12:20)
Flexibilität, Effizienz und hohe Reproduzierbarkeit im Produktionsprozess: Lasermarkier und -gravurverfahren https://www.or-laser.com/de/news/flexibilitaet-effizienz-und-hohe-reproduzierbarkeit-im-produktionsprozess-lasermarkier-und-gravurverfahren/	Flexibilität, Effizienz und hohe Reproduzierbarkeit im Produktionsprozess: Lasermarkier und -gravurverfahren	18 Jun 2016 (18:37)
HANNOVER MESSE 2015: OR LASER präsentiert sich auf der weltweit wichtigsten Industriemesse https://www.or-laser.com/de/news/hannover-messe-2015-or-laser-praesentiert-sich-auf-der-weltweit-wichtigsten-industriemesse/	HANNOVER MESSE 2015: OR LASER präsentiert sich auf der weltweit wichtigsten Industriemesse	18 Jun 2016 (18:37)

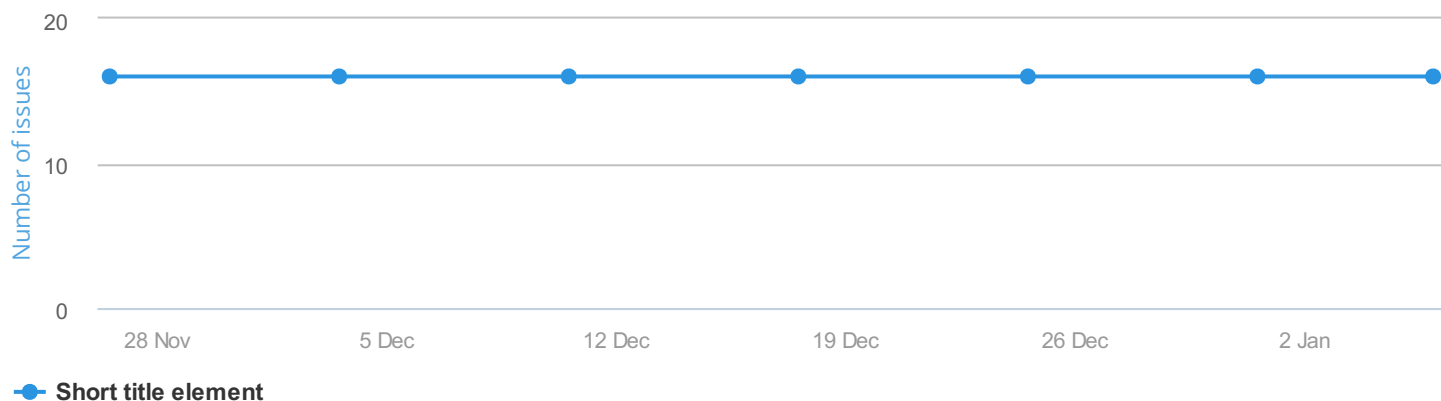
Page URL	Title	Discovered
Laser-Auftragsschweißen mit Pulver: Welchen Einfluss hat die Pulver-Partikelgröße auf die Prozesseffizienz? https://www.or-laser.com/de/news/laser-auftragsschweissen-mit-pulver-welchen-einfluss-hat-die-pulver-partikelgroesse-auf-die-prozesseffizienz/	Laser-Auftragsschweißen mit Pulver: Welchen Einfluss hat die Pulver-Partikelgröße auf die Prozesseffizienz?	16 Jul 2016 (15:00)
ORLAS SUITE unter den BEST OF der eingereichten Projekte beim Innovationspreis https://www.or-laser.com/de/news/orlas-suite-unter-den-best-of-der-eingereichten-projekte-beim-innovationspreis/	ORLAS SUITE unter den BEST OF der eingereichten Projekte beim Innovationspreis	18 Jun 2016 (18:37)
HANNOVER MESSE 2015: OR LASER presents itself at the world's most important industry trade fair https://www.or-laser.com/en/news/hannover-messe-2015-or-laser-presents-itself-at-the-worlds-most-important-industry-trade-fair-1/	HANNOVER MESSE 2015: OR LASER presents itself at the world's most important industry trade fair	18 Jun 2016 (18:37)
Laser Cladding with Powder - The Relationship Between Particle Size and Process Efficiency https://www.or-laser.com/en/news/laser-cladding-with-powder-the-relationship-between-particle-size-and-process-efficiency/	Laser Cladding with Powder - The Relationship Between Particle Size and Process Efficiency	9 Jul 2016 (15:38)
Laser marking and laser engraving process enables high flexibility, efficiency and reproducibility of your production processes https://www.or-laser.com/en/news/laser-marking-and-laser-engraving-process-enables-high-flexibility-efficiency-and-reproducibility-of-your-production-processes/	Laser marking and laser engraving process enables high flexibility, efficiency and reproducibility of your production processes	18 Jun 2016 (18:37)
Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser https://www.or-laser.com/it/informazioni-utili/produttore-di-macchine-laser-con-esperienza-e-capacita-di-innovarsi/	Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser	18 Jun 2016 (18:37)
Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser https://www.or-laser.com/it/informazioni-utili/produttore-di-macchine-laser-con-esperienza-e-capacita-di-innovarsi/?amp;no_cache=1&print=1&type=98	Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser	31 Dec 2016 (08:15)
Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser https://www.or-laser.com/it/informazioni-utili/produttore-di-macchine-laser-con-esperienza-e-capacita-di-innovarsi/article/lorem-ipsam-1/	Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser	5 Jan 2017 (17:21) [new]
Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser https://www.or-laser.com/it/informazioni-utili/produttore-di-macchine-laser-con-esperienza-e-capacita-di-innovarsi/article/variabel-und-standardmaessig-materialdatenbank-fuer-mag-laser/	Produttore di macchine laser con esperienza e capacità di innovarsi - OR Laser	5 Jan 2017 (17:21) [new]

Short title element

- i** *About this issue: Generally, using short titles on webpages is a recommended practice. However, keep in mind that titles containing 10 characters or less do not provide enough information about what your webpage is about and limit your page's potential to show up in search results for different keywords. How to fix: Add more descriptive text inside your page's <title> tag.*

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Short title element 16

www.or-laser.com, SEMrushBot-Desktop

Page URL	Title	Discovered
News https://www.or-laser.com/en/news/die-produktionsabteilung-von-or-laser/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/diodenlaser-vs-faserlaser-eine-kurze-einfuehrung/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/glanzleistung-in-der-praxis-zahntechnik-blank-und-der-picco-laser/	News	18 Jun 2016 (18:37)
Jobs https://www.or-laser.com/en/news/jobs/konstrukteur-mw/	Jobs	16 Jul 2016 (15:00)
Jobs https://www.or-laser.com/en/news/jobs/masterstudentin-mw/	Jobs	18 Jun 2016 (18:37)
Jobs https://www.or-laser.com/en/news/jobs/vertriebssachbearbeiter-mw/	Jobs	16 Jul 2016 (15:00)
News https://www.or-laser.com/en/news/konstrukteur-mw/	News	16 Jul 2016 (15:00)
News https://www.or-laser.com/en/news/masterstudentin-mw/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/or-laser-goes-oekostrom/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/or-laser-stellt-vor-die-mechanische-fertigung/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/or-laser-suite-innovative-software-fuer-schweissbahnerstellung/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/orlas-suite-unter-den-best-of-der-eingereichten-projekte-beim-innovationspreis/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/schweisstec-messe-in-stuttgart-uebertrifft-alle-erwartungen/	News	18 Jun 2016 (18:37)

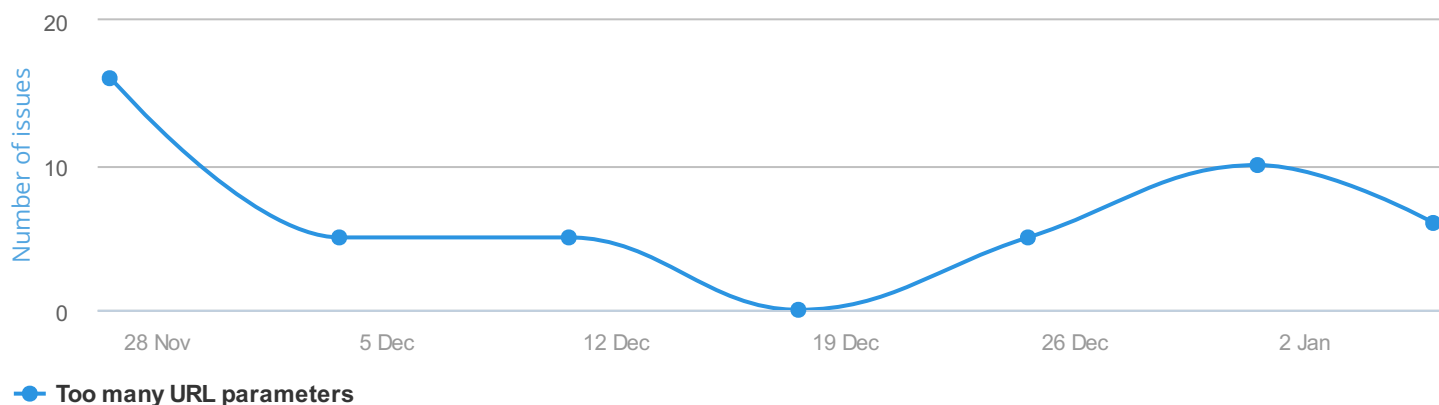
Page URL	Title	Discovered
News https://www.or-laser.com/en/news/translate-to-english-or-laser-zeigt-biss-bei-infotagen-dentalfachhandel/	News	18 Jun 2016 (18:37)
News https://www.or-laser.com/en/news/vertriebssachbearbeiter-mw/	News	16 Jul 2016 (15:00)
News https://www.or-laser.com/en/news/zur-reparatur-u-modifikation-laserauftragschweissen/	News	18 Jun 2016 (18:37)

Too many URL parameters

i About this issue: Using too many URL parameters is not an SEO-friendly approach. Multiple parameters make URLs less enticing for users to click and may cause search engines to fail to index some of your most important pages. How to fix: Try to use no more than four parameters in your URLs.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



Too many URL parameters 6

www.or-laser.com, SEMrushBot-Desktop

Page URL	Params Count	Discovered
MAG大盒：在重型工件激光打标 - OR Laser https://www.or-laser.com/cn/beschriftungslaser/mag-big-box/?Itemid=80&no_cache=1&print=1&type=98&option=com_content%2Fview%3Darticle	5	5 Jan 2017 (17:21) [new]
MAG BIG BOX: Laserbeschriftet für schwere Werkstücke - OR Laser https://www.or-laser.com/de/beschriftungslaser/mag-big-box/?Itemid=80&no_cache=1&print=1&type=98&option=com_content%2Fview%3Darticle	5	24 Dec 2016 (08:06)
MAG BIG BOX: lasermarker for heavy workpieces - OR Laser https://www.or-laser.com/en/marketing-laser/big-box/?Itemid=80&no_cache=1&print=1&type=98&option=com_content%2Fview%3Darticle	5	24 Dec 2016 (08:06)
MAG BIG BOX: marquage laser sur des pièces lourdes - OR Laser https://www.or-laser.com/fr/lasers-de-marquage/mag-big-box/?Itemid=80&no_cache=1&print=1&type=98&option=com_content%2Fview%3Darticle	5	24 Dec 2016 (08:06)

Page URL	Params Count	Discovered
MAG BIG BOX: marcatura laser su pezzi pesanti - OR Laser https://www.or-laser.com/it/sistemi-di-marcatura-laser/mag-big-box/?Itemid=80&no_cache=1&print=1&type=98&option=com_content%2Fview%3Darticle	5	24 Dec 2016 (08:06)

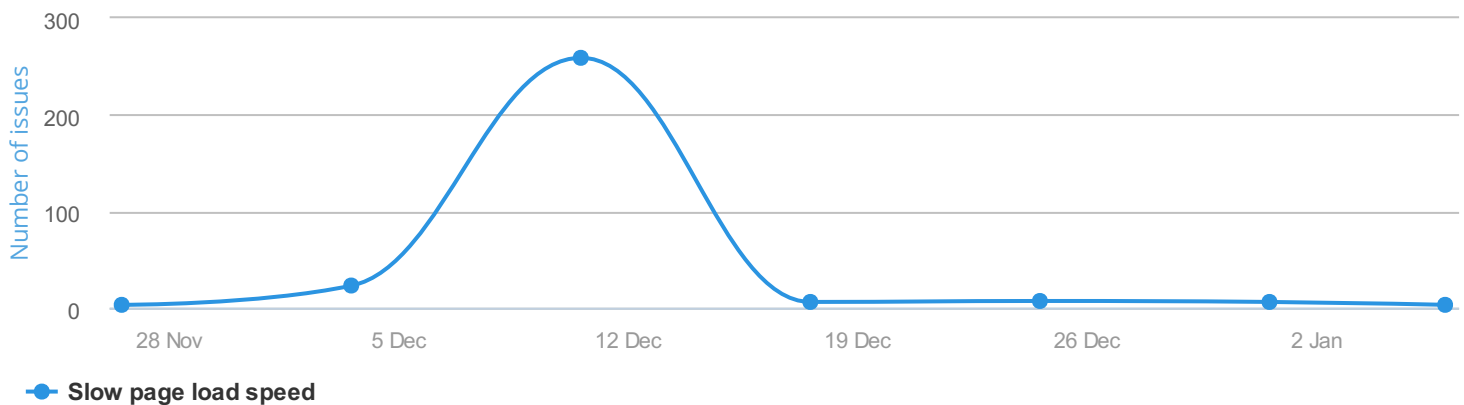
MAG大きな箱：レーザーは重いワークのマーキング - OR Laser https://www.or-laser.com/jp/beschriftungslaser/mag-big-box/?Itemid=80&no_cache=1&print=1&type=98&option=com_content%2Fview%3Darticle	5	31 Dec 2016 (08:15)
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Slow page load speed

i About this issue: Page load speed is one of the most important ranking factors. The quicker your page loads, the higher the rankings it can receive. Moreover, fast-loading pages positively affect user experience and may increase your conversion rates. Please note that "page load speed" usually refers to the amount of time it takes for a webpage to be fully rendered by a browser. However, SEMrushBot only measures the time it takes to load a webpage's HTML code - load times for images, JavaScript and CSS are not factored in. How to fix: The main factors that negatively affect your HTML page generation time are your server's performance and the density of your webpage's HTML code. So, try to clean up your webpage's HTML code. If the problem is with your web server, you should think about moving to a better hosting service with more resources.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Slow page load speed 3

www.or-laser.com, SEMrushBot-Desktop

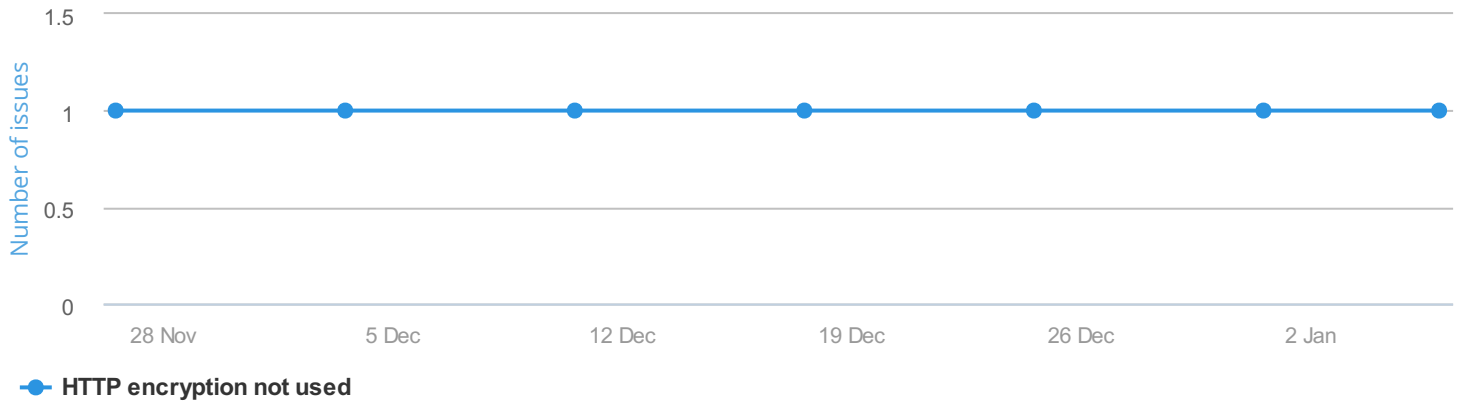
Page URL	Load Time, ms	Discovered
updates - OR Laser https://www.or-laser.com/en/news/6/	3437	5 Jan 2017 (17:21) [new]
3d Laser Etching - OR Laser https://www.or-laser.com/info/3d-laser-etching	3247	5 Jan 2017 (17:21) [new]
Industrial Laser Systems - OR Laser https://www.or-laser.com/info/industrial-laser-systems	3427	5 Jan 2017 (17:21) [new]

HTTP encryption not used

i About this issue: Google considers a website's security as a ranking factor. Websites that do not support HTTPS connections may be less prominent in Google's search results, while HTTPS-protected sites will rank higher with its search algorithms. How to fix: Switch your site to HTTPS.

Historical chart for audits

Period: November 26, 2016 (08:28) - January 5, 2017 (17:21)



HTTP encryption not used 1

www.or-laser.com, SEMrushBot-Desktop

Page URL

Discovered

<http://www.or-laser.com>

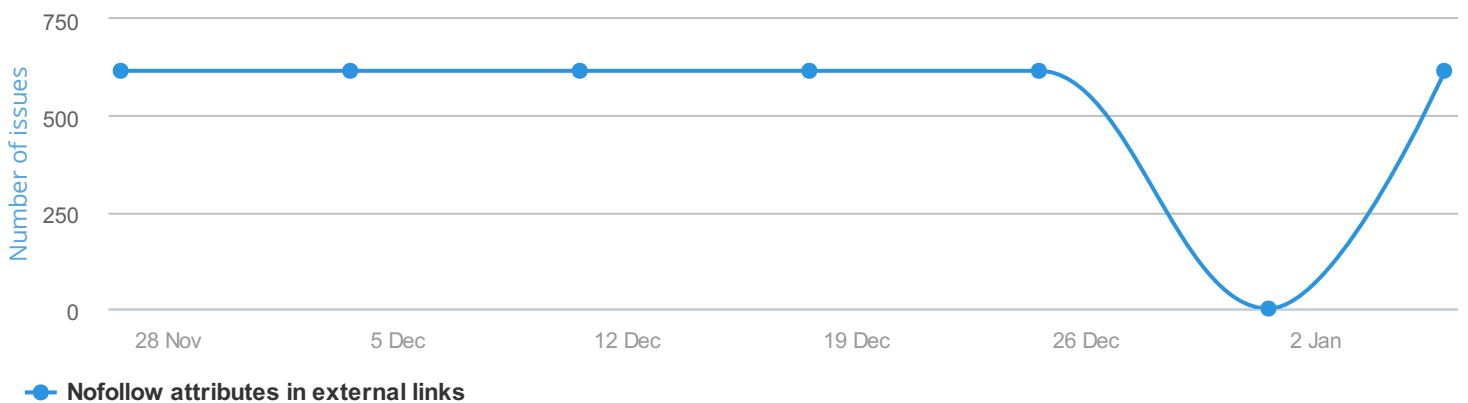
30 Jul 2016 (13:19)

Nofollow attributes in external links

i About this issue: A nofollow attribute is an element in an <a> tag that tells crawlers not to follow the link. "Nofollow" links don't pass any link juice or anchor texts to referred webpages. The unintentional use of nofollow attributes may have a negative impact on the crawling process and your rankings. How to fix: Make sure you haven't used nofollow attributes by mistake. Remove them from <a> tags, if needed.

Historical chart for audits

Period: January 5, 2017 (17:21) - November 26, 2016 (08:28)



Nofollow attributes in external links 100

www.or-laser.com, SEMrushBot-Desktop

Page URL	Link URL	Discovered
OR Laser Blog - http://blog.or-laser.com	https://plus.google.com/+ORLasertechnologieGmbHDieburg	5 Jan 2017 (17:21) [new]
OR Laser Blog - http://blog.or-laser.com	https://www.facebook.com/ORLaserDeutschland/	5 Jan 2017 (17:21) [new]
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Historical chart for audits

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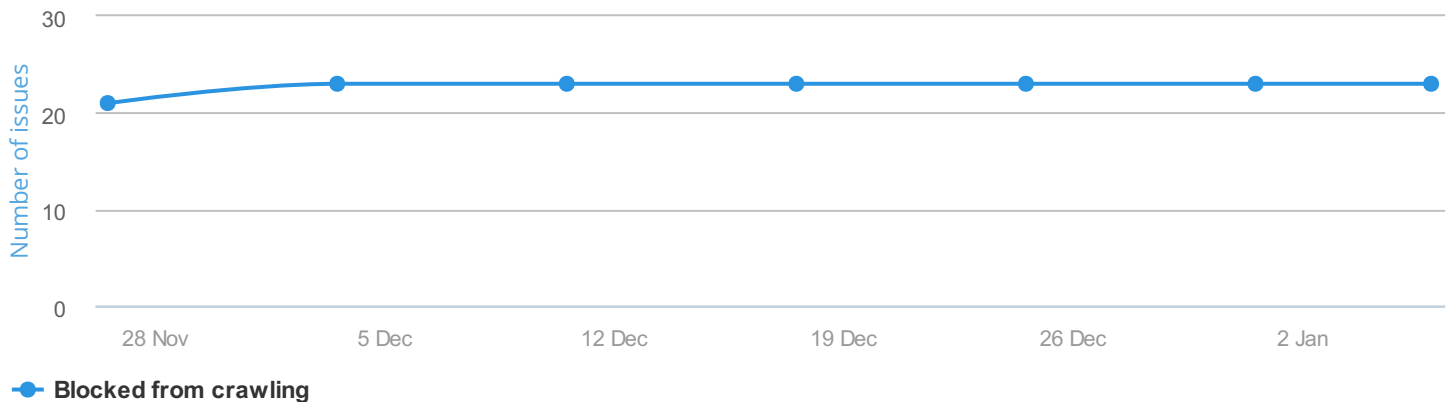
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