

SEOBuzz free report

Brand: ChamDigital
https://www.chamdigital.ch
Date: 2026-10-31 · Europe/Zurich

SEO score: 60/100

Findings

- [OK] Page title OK — ChamDigital — Websites für lokale Unternehmen
- [Fix] Meta description too short — short
Fix: Add a meta description of 50–160 characters that states what you offer and for whom.
- [OK] One H1 heading — 1 H1
- [OK] Fast server response — fast
- [Fix] Too few internal links — few internal links
Fix: Link to your key pages (services, about, contact) from the home page.
- [Fix] Structured data (JSON-LD) — none
Fix: Add Organization / LocalBusiness JSON-LD so search engines and AI assistants can read your facts.
- [Fix] Canonical URL — missing
Fix: Add <link rel="canonical"> pointing to the preferred URL of this page.
- [Fix] Images have alt text — gaps
Fix: Add alt text to images missing a description.
- [Fix] Social preview (og:title + og:image) — incomplete
Fix: Add og:title and og:image so shared links show a proper card.
- [Fix] robots.txt present — missing
Fix: Publish a robots.txt at the site root.
- [Fix] sitemap.xml present — missing
Fix: Publish a sitemap.xml and reference it in robots.txt.
- [Fix] AI-answer visibility (/lms.txt) — missing
Fix: Publish /lms.txt so AI-search systems can cite accurate brand facts.

Seiten geprüft: 42

URL	Probleme
https://www.chamdigital.ch/	5
https://www.chamdigital.ch/en	5
https://www.chamdigital.ch/fr	5
https://www.chamdigital.ch/it	5
https://www.chamdigital.ch/impressum	8
https://www.chamdigital.ch/agb	8
https://www.chamdigital.ch/datenschutz	8
https://www.chamdigital.ch/start	8

https://www.chamdigital.ch/shop	7
https://www.chamdigital.ch/start?form=1&lang=de	7
https://www.chamdigital.ch/datenschutz?lang=de	8
https://www.chamdigital.ch/s/demo-hofladen-cham-363813	6
https://www.chamdigital.ch/images	1
https://www.chamdigital.ch/generate	1
https://www.chamdigital.ch/shop/	4
https://www.chamdigital.ch/proposals	1
https://www.chamdigital.ch/google	1
https://www.chamdigital.ch/start/intake?lang=de	7
https://www.chamdigital.ch/start?sid=s94b90d37fdf1accf3f72	7
https://www.chamdigital.ch/website/review/	1
https://www.chamdigital.ch/drafts/	1
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/suche?lang=de	8
https://www.chamdigital.ch/s/demo-hofladen-cham-363813?lang=de	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813?lang=fr	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813?lang=it	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813?lang=en	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/demo-artikel-chf-1	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/chamer-bergbluetenhonig-250-g	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/hofkonfituere-aprikose-230-g	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/kaffeebohnen-hausmischung-500-g	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/bergkaese-halbhart-400-g	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/bauernbrot-750-g	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/apfelsaft-trueb-1-l	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/kraeutersalz-150-g	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/keramiktasse-handgemacht	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/geschenkkorb-klein	6
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/impressum	7
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/datenschutz	7
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/agb	7
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/widerruf	7
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/p/	1
https://www.chamdigital.ch/s/demo-hofladen-cham-363813/suche	8

Top fixes

1. Meta description (50–160 chars)

Add a meta description of 50–160 characters that states what you offer and for whom.

2. Canonical URL

Add <link rel="canonical"> pointing to the preferred URL of this page.

3. Structured data (JSON-LD)

Add Organization / LocalBusiness JSON-LD so search engines and AI assistants can read your facts.

4. Social preview (og:title + og:image)

Add og:title and og:image so shared links show a proper card.

5. Images have alt text

Add alt text to images missing a description.

PDF from the stored free-audit row. Score and checked URLs are measured; nothing is invented for ranking or traffic.