





# Seo Analyzer american.edu

Generated on February 17 2022 17:21 PM






The score is 43/100







## SEO Content

	Title	American University, Washington, D.C.  <b>Length : 37</b>  Perfect, your title contains between 10 and 70 characters.																
	Description	American University is a leader among Washington DC universities in global education. American University enrolls a diverse student body from throughout the United States and nearly 140 countries.  <b>Length : 196</b>  Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>site_name</td><td>American University</td></tr><tr><td>url</td><td>https://www.american.edu/</td></tr><tr><td>description</td><td>American University is a leader among Washington DC universities in global education. American University enrolls a diverse student body from throughout the United States and nearly 140 countries.</td></tr><tr><td>image</td><td>https://www.american.edu/customcf/2016-redesign/images/social_graph.jpg</td></tr><tr><td>image:url</td><td>https://www.american.edu/customcf/2016-redesign/images/social_graph.jpg</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	site_name	American University	url	https://www.american.edu/	description	American University is a leader among Washington DC universities in global education. American University enrolls a diverse student body from throughout the United States and nearly 140 countries.	image	https://www.american.edu/customcf/2016-redesign/images/social_graph.jpg	image:url	https://www.american.edu/customcf/2016-redesign/images/social_graph.jpg
Property	Content																	
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## SEO Content

		title	American University, Washington, D.C.				
	Headings	<b>H1</b> 8	<b>H2</b> 5	<b>H3</b> 0	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
		<ul style="list-style-type: none"><li>• [H1] You are here:</li><li>• [H1] COVID-19 Operating Status</li><li>• [H1] Where to Start</li><li>• [H1] Talk to an AU Insider</li><li>• [H1] Our Commitments</li><li>• [H1] Inclusive Excellence</li><li>• [H1] Sustainability</li><li>• [H1] News + Events</li><li>• [H2] Are you interested in...</li><li>• [H2] Or browse by:</li><li>• [H2] The January 6 Insurrection: One Year Later</li><li>• [H2] AU Group Pushing Inclusive Approach to Tech Policy</li><li>• [H2] New Sustainability Initiatives Engage Hundreds of AU Students</li></ul>					
	Images	We found 17 images on this web page.  Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : <b>2%</b>  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.					
	Flash	Perfect, no Flash content has been detected on this page.					
	Iframe	Great, there are no Iframes detected on this page.					

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 74 links including 1 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 5.41%

## SEO Links

Internal Links 94.59%

### In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Giving</a>	Internal	Passing Juice
<a href="#">Apply</a>	Internal	Passing Juice
<a href="#">Request Info</a>	Internal	Passing Juice
<a href="#">Undergraduate</a>	Internal	Passing Juice
<a href="#">Graduate</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Search</a>	Internal	Passing Juice
<a href="#">Browse Departments &amp; Services</a>	Internal	Passing Juice
<a href="#">myAU Portal</a>	Internal	Passing Juice
<a href="#">Student GMail</a>	External	Passing Juice
<a href="#">Canvas</a>	Internal	Passing Juice
<a href="#">Undergraduate Admissions</a>	Internal	Passing Juice
<a href="#">Graduate Admissions</a>	Internal	Passing Juice
<a href="#">Tuition &amp; Fees</a>	Internal	Passing Juice
<a href="#">Financial Aid</a>	Internal	Passing Juice
<a href="#">Academics Home</a>	Internal	Passing Juice
<a href="#">Degrees</a>	Internal	Passing Juice
<a href="#">Registration</a>	Internal	Passing Juice
<a href="#">Schedule of Classes</a>	Internal	Passing Juice
<a href="#">Study Abroad</a>	Internal	Passing Juice
<a href="#">Summer Programs</a>	Internal	Passing Juice
<a href="#">Online Programs</a>	Internal	Passing Juice

## In-page links

<a href="#">College of Arts &amp; Sciences</a>	Internal	Passing Juice
<a href="#">Kogod School of Business</a>	Internal	Passing Juice
<a href="#">School of Communication</a>	Internal	Passing Juice
<a href="#">School of Education</a>	Internal	Passing Juice
<a href="#">School of International Service</a>	Internal	Passing Juice
<a href="#">Professional Studies and Executive Education</a>	Internal	Passing Juice
<a href="#">School of Public Affairs</a>	Internal	Passing Juice
<a href="#">Washington College of Law</a>	Internal	Passing Juice
<a href="#">Campus Life</a>	Internal	Passing Juice
<a href="#">Athletics</a>	External	Passing Juice
<a href="#">Housing</a>	Internal	Passing Juice
<a href="#">Dining &amp; Retail</a>	Internal	Passing Juice
<a href="#">New Students</a>	Internal	Passing Juice
<a href="#">Career Services</a>	Internal	Passing Juice
<a href="#">Student Organizations</a>	Internal	Passing Juice
<a href="#">AU Arts</a>	Internal	Passing Juice
<a href="#">Library</a>	Internal	Passing Juice
<a href="#">Calendars</a>	Internal	Passing Juice
<a href="#">Alumni</a>	Internal	Passing Juice
<a href="#">Give to AU</a>	Internal	Passing Juice
<a href="#">Research</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Apply</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Giving</a>	Internal	Passing Juice
<a href="#">See Change in Action</a>	Internal	Passing Juice
<a href="#">Undergraduate</a>	Internal	Passing Juice
<a href="#">Graduate</a>	Internal	Passing Juice

## In-page links

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<a href="#">School of International Service</a>	Internal	Passing Juice
<a href="#">School of Public Affairs</a>	Internal	Passing Juice
<a href="#">Washington College of Law</a>	Internal	Passing Juice
<a href="#">Resources and Guidance related to COVID-19</a>	Internal	Passing Juice
<a href="#">Experience AU</a>	Internal	Passing Juice
<a href="#">For Parents &amp; Families</a>	Internal	Passing Juice
<a href="#">Connect With Us</a>	External	Passing Juice
<a href="#">The January 6 Insurrection: One Year Later</a>	Internal	Passing Juice
<a href="#">AU Group Pushing Inclusive Approach to Tech Policy</a>	Internal	Passing Juice
<a href="#">New Sustainability Initiatives Engage Hundreds of AU Students</a>	Internal	Passing Juice
<a href="#">Instagram Gallery. For a fully accessible experience, visit us on Instagram or skip the gallery.</a>	External	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Visit AU</a>	Internal	Passing Juice
<a href="#">Work at AU</a>	Internal	Passing Juice
<a href="#">Emergency Preparedness</a>	Internal	Passing Juice
<a href="#">Policies</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Disclosure</a>	Internal	Passing Juice
<a href="#">EEO</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

school arts academics life search  
university admissions washington






## SEO Keywords

programs college



### Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
school	5	✖	✖	✖	✖
admissions	3	✖	✖	✖	✖
washington	3	✔	✖	✔	✖
search	2	✖	✖	✖	✖
arts	2	✖	✖	✖	✖










### Usability

	Url	Domain : american.edu Length : 12
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.





### Document

	Doctype	HTML 5
	Encoding	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.
	W3C Validity	Errors : 32 Warnings : 24




## Document

		
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Too bad, your website does not take advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>https://www.american.edu/sitemap.cfm</div>
	Robots.txt	<p>http://american.edu/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.</p>

# Optimization