








# Seo Analyzer asu.edu

Generated on March 15 2022 18:14 PM





The score is 62/100







## SEO Content

	<p>Title</p>	<p>Arizona State University   ASU</p> <p><b>Length : 30</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Arizona State University in Tempe, AZ is a public research university ranked #1 in the U.S. for innovation, dedicated to accessibility and academic excellence.</p> <p><b>Length : 159</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="542 1444 1476 1512"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>7</td> <td>10</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1545 1484 2072" style="list-style-type: none"> <li>• [H1] Reinventing online education</li> <li>• [H1] We are measured not by whom we exclude, but by whom we include and how they succeed</li> <li>• [H1] Polytechnic campus</li> <li>• [H1] Tempe campus</li> <li>• [H1] West campus</li> <li>• [H1] Downtown Phoenix campus</li> <li>• [H1] Lake Havasu City</li> <li>• [H1] Skysong</li> <li>• [H1] Los Angeles</li> <li>• [H1] Washington D.C.</li> <li>• [H2] Experience world-class academics</li> <li>• [H2] Discovery and innovation that serves the public</li> <li>• [H2] Serving all learners at every stage of life</li> <li>• [H2] Carve your path</li> <li>• [H2] Stories of excellence</li> </ul>	H1	H2	H3	H4	H5	H6	10	7	10	1	0	0
H1	H2	H3	H4	H5	H6									
10	7	10	1	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H2] One university, many places</li><li>• [H2] Reimagining education for everyone</li><li>• [H3] Find my degree program</li><li>• [H3] I am a future:</li><li>• [H3] ASU — a key player in microelectronics</li><li>• [H3] Help in battling Parkinson's disease</li><li>• [H3] Making the state's economy more resilient</li><li>• [H3] ASU students win gold in international competition</li><li>• [H3] Exploring the future of farming</li><li>• [H3] National Geographic editor-in-chief joining ASU</li><li>• [H3] New programs for all ages</li><li>• [H3] COVID-19 information</li><li>• [H4] The ASU difference:</li></ul>
	Images	We found 27 images on this web page.  24 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : <b>23%</b>  Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 43 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 0%  Internal Links 100%

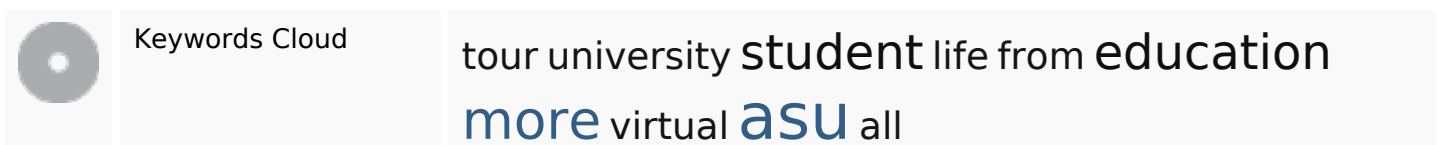
## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Find out more</a>	Internal	Passing Juice
<a href="#">Discover what's right for me</a>	Internal	Passing Juice
<a href="#">View all rankings</a>	Internal	Passing Juice
<a href="#">First-year student</a>	Internal	Passing Juice
<a href="#">Transfer student</a>	Internal	Passing Juice
<a href="#">Graduate student</a>	Internal	Passing Juice
<a href="#">International student</a>	Internal	Passing Juice
<a href="#">Veteran student</a>	Internal	Passing Juice
<a href="#">Non-degree student</a>	Internal	Passing Juice
<a href="#">Online student</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Visit ASU</a>	Internal	Passing Juice
<a href="#">Request information</a>	Internal	Passing Juice
<a href="#">Apply now</a>	Internal	Passing Juice
<a href="#">Watch now</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Watch now</a>	Internal	Passing Juice
<a href="#">Virtual tour</a>	Internal	Passing Juice
<a href="#">Virtual tour</a>	Internal	Passing Juice
<a href="#">Virtual tour</a>	Internal	Passing Juice
<a href="#">Virtual tour</a>	Internal	Passing Juice

## In-page links

<a href="#">Virtual tour</a>	Internal	Passing Juice
<a href="#">Find out more</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Find out more</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Maps and Locations</a>	Internal	Passing Juice
<a href="#">Jobs</a>	Internal	Passing Juice
<a href="#">Directory</a>	Internal	Passing Juice
<a href="#">Contact ASU</a>	Internal	Passing Juice
<a href="#">My ASU</a>	Internal	Passing Juice
<a href="#">Copyright and Trademark</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Terms of Use</a>	Internal	Passing Juice
<a href="#">Emergency</a>	Internal	Passing Juice
<a href="#">COVID-19 Information</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
asu	17	✓	✗	✗	✓
more	11	✗	✗	✗	✓
student	8	✗	✗	✗	✓







## Keywords Consistency

education	7	✘	✘	✘	✔
university	5	✔	✘	✔	✔

## Usability

	Url	Domain : asu.edu Length : 7
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 39 Warnings : 11
	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	<ul style="list-style-type: none"><li>✔ Excellent, your website doesn't use nested tables.</li><li>✘ Too bad, your website is using inline styles.</li><li>✔ Great, your website has few CSS files.</li></ul>

## Document

- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✗ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://asu.edu/sitemap.xml>



### Robots.txt

<http://asu.edu/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Missing

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

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.