








Seo Analyzer brookes.ac.uk

Generated on February 19 2022 12:45 PM

The score is 55/100







SEO Content

	Title	<p>Oxford Brookes University</p> <p>Length : 25</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Oxford Brookes is one of the UK's leading modern universities and enjoys an international reputation for teaching excellence and innovation as well as strong links with business and industry.</p> <p>Length : 191</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table border="1" data-bbox="544 1480 1481 1552"> <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>8</td> <td>24</td> <td>31</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1585 1374 2078" style="list-style-type: none"> • [H1] Never Stop Learning • [H1] Merry Christmas • [H1] Merry Christmas • [H1] Never Stop Learning • [H1] Never Stop Exploring • [H1] Your future: remastered • [H1] Never Stop Achieving • [H1] Never Stop Believing • [H2] Oxford Brookes is home to some of the UK's best university teaching • [H2] Christmas opening hours • [H2] Christmas opening hours • [H2] Oxford Brookes is home to some of the UK's best university teaching • [H2] Join our Virtual Applicant Event 	H1	H2	H3	H4	H5	H6	8	24	31	0	0	0
H1	H2	H3	H4	H5	H6									
8	24	31	0	0	0									





SEO Content

- [H2] Join our Postgraduate Webinars
- [H2] Congratulations to all our new students!
- [H2] Clearing 2021
- [H2] Brexit
- [H2] New students
- [H2] Coronavirus information
- [H2] Weather alert
- [H2] Coronavirus information
- [H2] Considering university study?
- [H2] Coronavirus information
- [H2] Our 2035 vision
- [H2] News See all news...
- [H2] Events See all events...
- [H2] Research See more research...
- [H2] Other Brookes websites
- [H2] Contact us
- [H2] Location map
- [H2] Social media
- [H2] Footer Navigation
- [H3] Students
- [H3] Staff
- [H3] Alumni
- [H3] Study here
- [H3] International
- [H3] About
- [H3] Research
- [H3] Business and Employers
- [H3] Support us
- [H3] Information for applicants, students and staff »
- [H3] Induction and enrolment for new students »
- [H3] Latest updates and advice »
- [H3] Important information about Storm Eunice »
- [H3] Latest updates and advice »
- [H3] Latest updates and advice »
- [H3] Education and Enterprise
- [H3] Research and Innovation
- [H3] People and Culture
- [H3] Partnerships and Place
- [H3] Researchers team up with local charities to offer free activity packs, supporting interaction with young children
- [H3] How to write a love letter, eighteenth-century style
- [H3] Future Thinkers campaign kicks off at Oxford Brookes University
- [H3] How carbon labels can aid shoppers in the fight against climate change
- [H3] 23 February 2022, Status of Immigrants in Britain: A Historical Perspective
- [H3] 01 March 2022, Diversity and inclusion: sharing insights across educational sectors
- [H3] 09 March 2022, The role of the state in international labour migration
- [H3] 09 March 2022, Scientists tackling global challenges: a collaborative journey in vaccine development
- [H3] Oxford Brookes collaborates with driving charity which helps those with restricted mobility and disabilities gain independence

SEO Content

		<ul style="list-style-type: none"> • [H3] Our Lives, Our Futures: exploring pressing issues for young people today • [H3] Families caring for former athletes with brain damage need more support, new research shows • [H3] Why good handwashing practices are vital to protecting against future pandemics
	Images	<p>We found 23 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : 16%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	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	Bad. Your links have query string.
	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 117 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 9.4%</p> <p>Internal Links 90.6%</p>

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Oxford Brookes University	Internal	Passing Juice

In-page links

My account	External	Passing Juice
Alumni networks	External	Passing Juice
E-mentoring	External	Passing Juice
Alumni benefits	External	Passing Juice
Support us	Internal	Passing Juice
Alumni profiles	External	Passing Juice
Recent Graduates&#39; Network	External	Passing Juice
Brookes Society	External	Passing Juice
Final year students	External	Passing Juice
Contact the alumni team	External	Passing Juice
Courses	Internal	Passing Juice
Contact and meet us	Internal	Passing Juice
Why Oxford Brookes?	Internal	Passing Juice
Student life	Internal	Passing Juice
Accommodation	Internal	Passing Juice
Parents and carers	Internal	Passing Juice
Fees and finance	Internal	Passing Juice
Brexit information	Internal	Passing Juice
Schools and colleges outreach hub	Internal	Passing Juice
International courses	Internal	Passing Juice
Study abroad and exchanges	Internal	Passing Juice
Why international students choose Oxford Brookes	Internal	Passing Juice
Meet our students	Internal	Passing Juice
Apply for a course	Internal	Passing Juice
Your country	Internal	Passing Juice
Applying to arriving	Internal	Passing Juice
Fees and funding	Internal	Passing Juice
Student support	Internal	Passing Juice

In-page links

Contact the International team	Internal	Passing Juice
Brookes at a glance	Internal	Passing Juice
Faculties and departments	Internal	Passing Juice
Professional services	Internal	Passing Juice
Structure and governance	Internal	Passing Juice
Strategy	Internal	Passing Juice
News	Internal	Passing Juice
Events	Internal	Passing Juice
Our history	Internal	Passing Juice
Our community	Internal	Passing Juice
Safety and welfare	Internal	Passing Juice
Social responsibility	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Corporate identity	Internal	Passing Juice
Job vacancies	Internal	Passing Juice
Maps and campuses	Internal	Passing Juice
Contact us	Internal	Passing Juice
REF 2021	Internal	Passing Juice
Research news	Internal	Passing Juice
Research Impact Showcase	Internal	Passing Juice
Our research networks	Internal	Passing Juice
Our research centres	Internal	Passing Juice
Our research staff	Internal	Passing Juice
Research in the Faculties	Internal	Passing Juice
Research degrees	Internal	Passing Juice
Public and community engagement	Internal	Passing Juice
Research repository (RADAR)	Internal	Passing Juice
Research integrity and responsible metrics	Internal	Passing Juice

In-page links

Research ethics at Oxford Brookes	Internal	Passing Juice
Support (staff only)	Internal	Passing Juice
Research ethics (staff and students only)	Internal	Passing Juice
Policies and codes of practice (staff and students only)	Internal	Passing Juice
Knowledge exchange (staff and students only)	Internal	Passing Juice
Converis (CRIS) (staff only)	Internal	Passing Juice
Research impact (staff and students only)	Internal	Passing Juice
Library services for researchers	Internal	Passing Juice
Contact the Research team	Internal	Passing Juice
About	Internal	Passing Juice
Collaboration with business	Internal	Passing Juice
Services to business	Internal	Passing Juice
Continuing professional development	Internal	Passing Juice
Access to talent	Internal	Passing Juice
Enterprise support	Internal	Passing Juice
Case studies	Internal	Passing Juice
Apprenticeships	Internal	Passing Juice
Oxford Brookes Venues	Internal	Passing Juice
News	Internal	Passing Juice
Contact the Business and Employers team	Internal	Passing Juice
Transforming lives	Internal	Passing Juice
Finding solutions	Internal	Passing Juice
Inspiring students	Internal	Passing Juice
Brookes Alumni Fund	Internal	Passing Juice
Donate now	External	Passing Juice
Get involved	External	Passing Juice
Contact us and meet the team	Internal	Passing Juice
Planning a gift in your Will	Internal	Passing Juice


In-page links

Find out more »	Internal	Passing Juice
Find out more »	Internal	Passing Juice
See all opening hours »	Internal	Passing Juice
Read our 12 days of research »	Internal	Passing Juice
Book now for 19 February 2022 »	Internal	Passing Juice
Find out more »	Internal	Passing Juice
Book your place now »	Internal	Passing Juice
Go to enrolment and induction pages »	Internal	Passing Juice
Courses available »	Internal	Passing Juice
UCAS applications »	Internal	Passing Juice
International applications »	Internal	Passing Juice
Researchers team up with local charities to offer free activity packs, supporting interaction with young children	Internal	Passing Juice
How to write a love letter, eighteenth-century style	Internal	Passing Juice
Future Thinkers campaign kicks off at Oxford Brookes University	Internal	Passing Juice
How carbon labels can aid shoppers in the fight against climate change	Internal	Passing Juice
23 February 2022, Status of Immigrants in Britain: A Historical Perspective	Internal	Passing Juice
01 March 2022, Diversity and inclusion: sharing insights across educational sectors	Internal	Passing Juice
09 March 2022, The role of the state in international labour migration	Internal	Passing Juice
09 March 2022, Scientists tackling global challenges: a collaborative journey in vaccine development	Internal	Passing Juice
See more research&hellip;	Internal	Passing Juice
Oxford Brookes collaborates with driving charity which helps those with restricted mobility and disabilities gain independence	Internal	Passing Juice
Our Lives, Our Futures: exploring pressing issues for young people today	Internal	Passing Juice
Families caring for former athletes with brain damage need more support, new research shows	Internal	Passing Juice

In-page links

Why good handwashing practices are vital to protecting against future pandemics	Internal	Passing Juice
Campus addresses »	Internal	Passing Juice
Policies	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Privacy	Internal	Passing Juice
Cookies	Internal	Passing Juice
Modern slavery statement	Internal	Passing Juice
Student Protection Plan	Internal	Passing Juice



SEO Keywords

	Keywords Cloud	support oxford alumni university staff section students international brookes research
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
research	20	✘	✘	✘	✔
brookes	15	✔	✘	✔	✔
oxford	11	✔	✘	✔	✔
students	10	✘	✘	✘	✔
support	10	✘	✘	✘	✔








Usability

	Url	Domain : brookes.ac.uk Length : 13
	Favicon	Great, your website has a favicon.





Usability

	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	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 25 Warnings : 9
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector 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"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Mobile

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>http://brookes.ac.uk/sitemap.xml</pre> <pre>https://www.brookes.ac.uk/sitemap.xml</pre>
	Robots.txt	<pre>http://brookes.ac.uk/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <pre> Google Analytics</pre>