

Seo Analyzer campbell.edu

Generated on February 19 2022 10:06 AM

The score is 61/100



SEO Content

	Title	Campbell University Buies Creek, NC Leading With Purpose Length : 60 Perfect, your title contains between 10 and 70 characters.														
	Description	Campbell University is a private Christian institution of higher education located in the heart of North Carolina, offering graduate and undergraduate programs across four campuses. Length : 181 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.														
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.														
	Og Meta Properties	Good, your page take advantage of Og Properties. <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>title</td><td>Campbell University Buies Creek, NC Leading With Purpose</td></tr><tr><td>description</td><td>Campbell University is a private Christian institution of higher education located in the heart of North Carolina, offering graduate and undergraduate programs across four campuses.</td></tr><tr><td>url</td><td>https://www.campbell.edu/</td></tr><tr><td>site_name</td><td>Campbell University</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Campbell University Buies Creek, NC Leading With Purpose	description	Campbell University is a private Christian institution of higher education located in the heart of North Carolina, offering graduate and undergraduate programs across four campuses.	url	https://www.campbell.edu/	site_name	Campbell University
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	Headings	H1 H2 H3 H4 H5 H6														

SEO Content

2 4 11 9 5 0

- [H1] Home
- [H1] Lead with us. Lead with purpose.
- [H2] Prepare to lead with purpose.
- [H2] Why Campbell University?
- [H2]
- [H2] Experience Campbell
- [H3] 150+ programs. 10 academic divisions. 1 mission.
- [H3] We are the private university of choice in North Carolina
- [H3] #CamelsWearOrange
- [H3] Beam named next Vice President for Student Life and Christian Mission
- [H3] Campbell's NASA HERC team earns NC Space Grant award
- [H3] Exhibit honoring trailblazing N.C. African American judges lands at Fayetteville State
- [H3] 2022 Annual Winter CME Conference
- [H3] 2022 Winter CME Conference
- [H3] Engineering Day (middle school) - FULL
- [H3] Open House
- [H3] Mustard Seed Community Garden Workday
- [H4] Main Menu
- [H4] Info For
- [H4] Quick Links
- [H4] Logins
- [H4] NEWS
- [H4] EVENTS
- [H4] Locations
- [H4] Footer
- [H4] Colophon
- [H5] Medicine
- [H5] Continuing Medical Education
- [H5] Campbell University
- [H5] Undergraduate Admissions
- [H5] Spiritual Life



Images

We found 35 images on this web page.

5 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 : **17%**

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 123 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 15.45% Internal Links 84.55%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Learn More	Internal	Passing Juice
Campbell University	Internal	Passing Juice
Admissions	Internal	Passing Juice
Undergraduate Admissions	Internal	Passing Juice
Graduate &#038; Professional Admissions	Internal	Passing Juice
Adult &#038; Online Education Admissions	Internal	Passing Juice
Cost & Aid	Internal	Passing Juice
Admissions Staff	Internal	Passing Juice
Visit Main Campus	Internal	Passing Juice
Request Information	Internal	Passing Juice
About Campbell	Internal	Passing Juice
Accepted Students	Internal	Passing Juice
Accreditation	Internal	Passing Juice
Financial Aid	Internal	Passing Juice
Residence Life	Internal	Passing Juice

In-page links

Student Activities	Internal	Passing Juice
Student Financial Services	Internal	Passing Juice
Student Success	Internal	Passing Juice
Student Union	Internal	Passing Juice
Veterans Affairs	Internal	Passing Juice
Academics	Internal	Passing Juice
Colleges & Schools	Internal	Passing Juice
Undergraduate Programs	Internal	Passing Juice
Adult & Online Education Programs	Internal	Passing Juice
Interprofessional Education	Internal	Passing Juice
Study Abroad	Internal	Passing Juice
Academic Advising	Internal	Passing Juice
Academic Calendar	Internal	Passing Juice
Academic Catalog	Internal	Passing Juice
Bookstore	External	Passing Juice
Library	Internal	Passing Juice
Office of the Provost	Internal	Passing Juice
Registrar's Office	Internal	Passing Juice
WE Write!	Internal	Passing Juice
Life at Campbell	Internal	Passing Juice
Academic Support Services	Internal	Passing Juice
Campbell Traditions	Internal	Passing Juice
Campus Recreation	Internal	Passing Juice
Career Services	Internal	Passing Juice
Counseling Services	Internal	Passing Juice
Disability Services	Internal	Passing Juice
Diversity in Community	Internal	Passing Juice
First-Year Experience	Internal	Passing Juice

In-page links

Food & Dining	External	Passing Juice
Fraternity & Sorority Life	Internal	Passing Juice
Spiritual Life	Internal	Passing Juice
Well-being	Internal	Passing Juice
Bursar's Office	Internal	Passing Juice
Campus Safety	Internal	Passing Juice
Conferences & Events	Internal	Passing Juice
Getting Around	Internal	Passing Juice
Health Center	Internal	Passing Juice
Host an Event	Internal	Passing Juice
Information Technology Services	Internal	Passing Juice
Athletics	External	Passing Juice
Athletics	Internal	Passing Juice
Schedule	External	Passing Juice
Shop Camel Gear	External	Passing Juice
Tickets	External	Passing Juice
Fighting Camel Club	External	Passing Juice
Aquatics Center	Internal	Passing Juice
Fitness Centers & Gyms	Internal	Passing Juice
Keith Hills Golf Club	External	Passing Juice
Administrative Units	Internal	Passing Juice
History	Internal	Passing Juice
Institutional Effectiveness	Internal	Passing Juice
Location	Internal	Passing Juice
Mission	Internal	Passing Juice
Office of the President	Internal	Passing Juice
Research	Internal	Passing Juice
Rural Leadership	Internal	Passing Juice

In-page links

Strategic Plan	Internal	Passing Juice
University Leadership	Internal	Passing Juice
Campus Map	Internal	Passing Juice
Directory	Internal	Passing Juice
Employment	Internal	Passing Juice
Finance & #038; Business	Internal	Passing Juice
Giving	Internal	Passing Juice
Human Resources	Internal	Passing Juice
News	Internal	Passing Juice
University Communications & #038; Marketing	Internal	Passing Juice
Give	Internal	Passing Juice
Current Students	Internal	Passing Juice
Faculty & #038; Staff	Internal	Passing Juice
Parents & #038; Visitors	Internal	Passing Juice
Alumni	Internal	Passing Juice
A-Z Index	Internal	Passing Juice
Blogs	Internal	Passing Juice
Calendar	Internal	Passing Juice
Contact	Internal	Passing Juice
Libraries	Internal	Passing Juice
Blackboard	Internal	Passing Juice
Campus Card	External	Passing Juice
Faculty & #038; Staff Email	External	Passing Juice
Self-Service	Internal	Passing Juice
Student Email	External	Passing Juice
IT Service Desk	External	Passing Juice
IT STATUS	External	Passing Juice
Apply Today	Internal	Passing Juice

In-page links

Get to know us	Internal	Passing Juice
Athletics	External	Passing Juice
Leading & Serving	Internal	Passing Juice
Beam named next Vice President for Student Life and Christian Mission	Internal	Passing Juice
Academics & Outcomes	Internal	Passing Juice
Campbell's NASA HERC team earns NC Space Grant award	Internal	Passing Juice
Campus & Community	Internal	Passing Juice
Exhibit honoring trailblazing N.C. African American judges lands at Fayetteville State	Internal	Passing Juice
Visit	Internal	Passing Juice
Buies Creek	Internal	Passing Juice
Camp Lejeune	Internal	Passing Juice
Fort Bragg	Internal	Passing Juice
Raleigh	Internal	Passing Juice
Online	Internal	Passing Juice
Facebook	External	Passing Juice
Twitter	External	Passing Juice
LinkedIn	External	Passing Juice
Instagram	External	Passing Juice
Youtube	External	Passing Juice
Policies	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Title IX	Internal	Passing Juice
Emergency Info	Internal	Passing Juice

SEO Keywords



Keywords Cloud

university more life campbell
campus links services






SEO Keywords

admissions **student**mission



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
student	15	✗	✗	✗	✓
campbell	15	✓	✗	✓	✓
university	12	✓	✗	✓	✓
life	11	✗	✗	✗	✓
services	8	✗	✗	✗	✗










Usability

	Url	Domain : campbell.edu Length : 12
	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.




Document

	W3C Validity	Errors : 48 Warnings : 30
	Email Privacy	Great no email address has been found in plain text!
	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. Too bad, your website has too many CSS files (more than 4). 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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Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://campbell.edu/sitemap.xml
	Robots.txt	http://campbell.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.

Optimization