








Seo Analyzer gla.ac.uk

Generated on April 04 2022 10:40 AM





The score is 71/100







SEO Content

|  | Title | <div>University of Glasgow: Scottish University of the Year 2022</div> <div>Length : 59</div> <div>Perfect, your title contains between 10 and 70 characters.</div> | | | | | | | | | | | | |
|--|--------------------|--|----|----|----|----|----|----|---|----|---|---|---|---|
|  | Description | <div>The University of Glasgow, Scotland, UK. Scottish University of the Year 2022. The University of Glasgow is a major research-led university operating in an international context with the following fundamental aims: * to provide education through the development of learning in a research environment * to undertake fundamental, strategic and applied research * to make a major contribution to local, regional, national and international communities through widening access and through working in partnership to support economic regeneration * to sustain and add value to Scottish culture, to the natural environment and to the national economy.</div> <div>Length : 653</div> <div>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</div> | | | | | | | | | | | | |
|  | Keywords | <div>Glasgow University, uni, glasgow uni, University, Universities, uni, HE, education, learning, Glasgow, Scotland, Scottish, Britain, British, clearing, UK, England, English, international, Europe, degree, course, program, programme, teaching, research, graduate, undergraduate, postgraduate, international, arts, education, divinity, engineering, law, finance, financial, medicine, science, social science, vet, veterinary, admission, admissions, humanities, life sciences, museum, museums, art gallery, art galleries</div> <div>Good, your page contains meta keywords.</div> | | | | | | | | | | | | |
|  | Og Meta Properties | <div>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.</div> | | | | | | | | | | | | |
|  | Headings | <table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>36</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <div><ul style="list-style-type: none">[H1] We use cookies</div> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 36 | 0 | 0 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 1 | 36 | 0 | 0 | 0 | 0 | | | | | | | | | |

SEO Content

| | | |
|---|-----------------|---|
| | | <ul style="list-style-type: none">• [H2] STUDY SEARCH• [H2] Flexible study• [H2] Student life• [H2] International Glasgow• [H2] Research• [H2] World-changing research• [H2] Centres for Doctoral Training• [H2] Postgraduate research• [H2] Strategy• [H2] Research A-Z• [H2] Explore• [H2] World top 100• [H2] Visit us• [H2] Find out more• [H2] Sustainability at Glasgow• [H2] News• [H2] Events• [H2] Connect• [H2] Support us• [H2] Alumni• [H2] Business and innovation• [H2] Glasgow: our city, our partner• [H2] Contact us• [H2] STUDY• [H2] RESEARCH• [H2] EXPLORE• [H2] CONNECT• [H2] JOBS AT GLASGOW• [H2] University of Glasgow• [H2] Legal• [H2] Current students• [H2] Staff• [H2] Necessary cookies• [H2] Analytics cookies• [H2] Hotjar• [H2] Marketing cookies |
|  | Images | <p>We found 27 images on this web page.</p> <p>2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p> |
|  | Text/HTML Ratio | <p>Ratio : 17%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p> |
|  | Flash | <p>Perfect, no Flash content has been detected on this page.</p> |
|  | Iframe | <p>Great, there are no Iframes detected on this page.</p> |

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 88 links including 1 link(s) to files |
|  | Statistics | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 7.95%</p> <p>Internal Links 92.05%</p> |

In-page links

| Anchor | Type | Juice |
|---|----------|---------------|
| Skip to main content | Internal | Passing Juice |
| Study | Internal | Passing Juice |
| Research | Internal | Passing Juice |
| Explore | Internal | Passing Juice |
| Connect | Internal | Passing Juice |
| Coronavirus: information for students and staff | Internal | Passing Juice |
| Ukraine: our response | Internal | Passing Juice |
| Subjects A-Z | Internal | Passing Juice |
| Undergraduate study | Internal | Passing Juice |
| Postgraduate study | Internal | Passing Juice |
| Study abroad & exchange opportunities | Internal | Passing Juice |
| Visit us / Open Days | Internal | Passing Juice |
| Online study options | Internal | Passing Juice |
| Continuing professional development (CPD) | Internal | Passing Juice |
| Microcredentials courses | Internal | Passing Juice |
| Short courses at the University | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Access to Higher Education | Internal | Passing Juice |
| Part-time undergraduate study | Internal | Passing Juice |
| New students | Internal | Passing Juice |
| Glasgow living, support and life beyond the books | Internal | Passing Juice |
| Chat to our students about life at UofG | Internal | Passing Juice |
| Undergraduate blogs | Internal | Passing Juice |
| Postgraduate blogs | Internal | Passing Juice |
| Student life vlogs | Internal | Passing Juice |
| Information for international students | Internal | Passing Juice |
| Explore our global connections: Glasgow International | Internal | Passing Juice |
| Information for EU students and applicants | Internal | Passing Juice |
| Erasmus Mundus joint master degrees | Internal | Passing Juice |
| Research news: Coronavirus: see how we are responding to the pandemic | Internal | Passing Juice |
| ARC: find out more about our flagship Advanced Research Centre, opening Spring 2022 | Internal | Passing Juice |
| Future Ultrasonic Engineering (FUSE) | External | Passing Juice |
| Engineered Tissues for Discovery, Industry and Medicine (lifETIME) | External | Passing Juice |
| UKRI Centre for Socially Intelligent Artificial Agents (SOCIAL) | External | Passing Juice |
| Wellcome Trust PhD programme | Internal | Passing Juice |
| MRC Precision Medicine | External | Passing Juice |
| Centres for Doctoral Training | Internal | Passing Juice |
| Research opportunities | Internal | Passing Juice |
| Our strategy and policies | Internal | Passing Juice |
| Our research excellence | Internal | Passing Juice |
| Our research environment | Internal | Passing Juice |
| Browse our research units and areas | Internal | Passing Juice |
| Times Higher Education World University Rankings | External | Passing Juice |
| QS World University Rankings | External | Passing Juice |

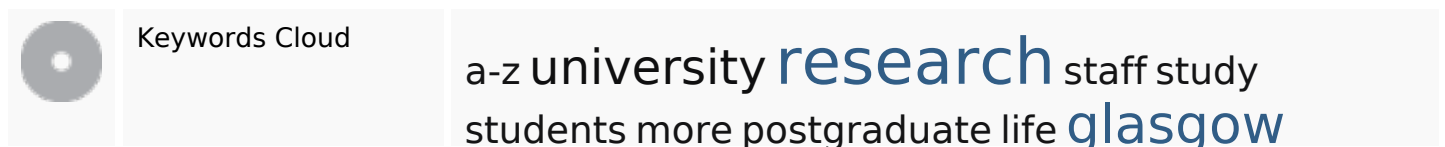
In-page links

| | | |
|--|----------|---------------|
| Awards and rankings | Internal | Passing Juice |
| Maps and travel | Internal | Passing Juice |
| Undergraduate events | Internal | Passing Juice |
| Postgraduate events | Internal | Passing Juice |
| Our campuses | Internal | Passing Juice |
| Visitor attractions | Internal | Passing Juice |
| Campus tours | Internal | Passing Juice |
| The Hunterian | Internal | Passing Juice |
| City of Glasgow | Internal | Passing Juice |
| Scotland | Internal | Passing Juice |
| Schools | Internal | Passing Juice |
| Research Institutes | Internal | Passing Juice |
| Colleges | Internal | Passing Juice |
| The Library | Internal | Passing Juice |
| Staff A-Z | Internal | Passing Juice |
| Services A-Z | Internal | Passing Juice |
| Facts and figures | Internal | Passing Juice |
| The first UK University to declare it would divest from fossil fuels within a decade | Internal | Passing Juice |
| Full news listings | Internal | Passing Juice |
| Full event listings | Internal | Passing Juice |
| Support us | Internal | Passing Juice |
| Alumni | Internal | Passing Juice |
| Business and innovation | Internal | Passing Juice |
| We are committed to civic engagement and helping those communities that we are part of thrive. Find out more about our local partnerships. | Internal | Passing Juice |
| Contact us | Internal | Passing Juice |
| Back to the top | Internal | Passing Juice |
| Scholarships and&nbsp;funding | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Glasgow Research Beacons | Internal | Passing Juice |
| Meet World Changing Glasgow | Internal | Passing Juice |
| Accessibility | Internal | Passing Juice |
| News | Internal | Passing Juice |
| Events | Internal | Passing Juice |
| Community and public engagement | Internal | Passing Juice |
| Social Media listings | Internal | Passing Juice |
| JOBS AT GLASGOW | Internal | Passing Juice |
| Current vacancies | External | Passing Juice |
| Accessibility statement | Internal | Passing Juice |
| Freedom of information | Internal | Passing Juice |
| FOI publication scheme | Internal | Passing Juice |
| Modern Slavery Statement | Internal | Passing Juice |
| Privacy and cookies | Internal | Passing Juice |
| Terms of use | Internal | Passing Juice |
| MyGlasgow Students | Internal | Passing Juice |
| MyGlasgow Staff | Internal | Passing Juice |
| Privacy policy | Internal | Passing Juice |

SEO Keywords







Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|----------|---------|-------|----------|-------------|----------|
| research | 23 | ✗ | ✓ | ✓ | ✓ |
| glasgow | 16 | ✓ | ✓ | ✓ | ✓ |









Keywords Consistency

| | | | | | |
|------------|----|---|---|---|---|
| university | 12 | ✓ | ✓ | ✓ | ✓ |
| a-z | 9 | ✗ | ✗ | ✗ | ✓ |
| students | 9 | ✗ | ✗ | ✗ | ✓ |

Usability

| | | |
|--|--------------|---|
|  | Url | Domain : gla.ac.uk Length : 9 |
|  | 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 : 0 Warnings : 0 |
|  | 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 | <div>  Excellent, your website doesn't use nested tables. </div> <div>  Too bad, your website is using inline styles. </div> |

Document

- ❌ Too bad, your website has too many CSS files (more than 4).
- ✅ 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

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



Robots.txt

<http://gla.ac.uk/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.