







Seo Analyzer gold.ac.uk

Generated on February 09 2022 15:26 PM






The score is 69/100






SEO Content

	Title	Goldsmiths, University of London Goldsmiths, University of London Length : 67 Perfect, your title contains between 10 and 70 characters.																			
	Description	Located in south-east London and specialising in the study of creative, cultural and social subjects. Degree programmes, student life and departmental research. Length : 160 Great, your meta description contains between 70 and 160 characters.																			
	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>url</td><td>https://www.gold.ac.uk/</td></tr><tr><td>type</td><td>article</td></tr><tr><td>title</td><td>Goldsmiths, University of London</td></tr><tr><td>description</td><td>Located in south-east London and specialising in the study of creative, cultural and social subjects. Degree programmes, student life and departmental research.</td></tr><tr><td>site_name</td><td>Goldsmiths, University of London</td></tr><tr><td>image</td><td>https://www.gold.ac.uk/media/images-by-section/homepage/2022-campaign/Caroline_Homepage_Hero.jpg</td></tr></tbody></table>						Property	Content	url	https://www.gold.ac.uk/	type	article	title	Goldsmiths, University of London	description	Located in south-east London and specialising in the study of creative, cultural and social subjects. Degree programmes, student life and departmental research.	site_name	Goldsmiths, University of London	image	https://www.gold.ac.uk/media/images-by-section/homepage/2022-campaign/Caroline_Homepage_Hero.jpg
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	Headings	H1 1	H2 7	H3 11	H4 0	H5 0	H6 0														


SEO Content

		<ul style="list-style-type: none">• [H1] Goldsmiths, University of London• [H2] Primary• [H2] Staff + students• [H2] Teaser cards linking to other pages• [H2] Search:• [H2] What's happening at Goldsmiths• [H2] News• [H2] Events• [H3] Goldsmiths, University of London• [H3] Graduation• [H3] Covid-19• [H3] Many of our short courses are available via live distance learning, so you can continue to learn online.• [H3] Art print sales fund new CIRCA Scholarships Programme• [H3] Lewisham is the Mayor of London's London Borough of Culture for 2022• [H3] New group exhibition explores the future of monuments• [H3] Brain study shows ASMR's 'feelgood' afterglow• [H3] Goldsmiths receives Turing Network Development Award• [H3] PhD student research papers colloquium• [H3] Chinese Lantern Festival Exhibition
	Images	<p>We found 9 images on this web page.</p> <p>7 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 : 5%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 42 links including 1 link(s) to files</p>

SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 14.29%
		Internal Links 85.71%


In-page links

Anchor	Type	Juice
skip to main content	Internal	Passing Juice
Staff & students	Internal	Passing Juice
Search	Internal	Passing Juice
Home	Internal	Passing Juice
Course finder	Internal	Passing Juice
Study with us	Internal	Passing Juice
Departments	Internal	Passing Juice
Research	Internal	Passing Juice
Services for Business	Internal	Passing Juice
For the local community	Internal	Passing Juice
Alumni and friends	Internal	Passing Juice
News	Internal	Passing Juice
Events	Internal	Passing Juice
About us	Internal	Passing Juice
New students: Welcome	Internal	Passing Juice
Covid-19 information	Internal	Passing Juice
Students	Internal	Passing Juice
Library	Internal	Passing Juice
Timetable	Internal	Passing Juice
Learn.gold - VLE	Internal	Passing Juice
Email - Outlook	External	Passing Juice
IT support	Internal	Passing Juice

In-page links

Staff directory	Internal	Passing Juice
Goldmine - staff intranet	Internal	Passing Juice
Graduate School - PGR students	Internal	Passing Juice
Teaching and Learning Innovation Centre	Internal	Passing Juice
Events admin	Internal	Passing Juice
Explore postgraduate degrees	Internal	Passing Juice
Contact us	Internal	Passing Juice
Find us	Internal	Passing Juice
Jobs	Internal	Passing Juice
Accessibility statement	Internal	Passing Juice
Cookie use	Internal	Passing Juice
Copyright and disclaimer	Internal	Passing Juice
Slavery and human trafficking statement	Internal	Passing Juice
Admin login	Internal	Passing Juice
Twitter	External	Passing Juice
LinkedIn	External	Passing Juice
Facebook	External	Passing Juice
Instagram	External	Passing Juice
YouTube	External	Passing Juice
Back to top	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	cards search goldsmiths statement university staff admin london teaser students
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
goldsmiths	4	✓	✗	✗	✓
statement	2	✗	✗	✗	✗
students	2	✗	✗	✗	✓
london	2	✓	✗	✓	✓
university	2	✓	✗	✗	✓








Usability

	Url	Domain : gold.ac.uk Length : 10
	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	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!




Document

	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> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes 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>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</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