








Seo Analyzer gradcracker.com

Generated on March 25 2022 01:18 AM





The score is **62/100**







SEO Content

|  | <p>Title</p> | <p>Gradcracker - Careers for STEM Students</p> <p>Length : 39</p> <p>Perfect, your title contains between 10 and 70 characters.</p> | | | | | | | | | | | | |
|--|---------------------------|---|----|----|----|----|----|----|---|----|---|---|---|---|
|  | <p>Description</p> | <p>Where the STEM jobs are. Gradcracker is the UK's careers website for STEM students. Search work placements/internships and graduate jobs relevant to your degree discipline. You can also search on-the-go with the Gradcracker App.</p> <p>Length : 233</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p> | | | | | | | | | | | | |
|  | <p>Keywords</p> | <p>Engineering,Jobs,Work Placements,Internships,Engineers,STEM,Graduate,Opportunities,Careers,Jobs,Vacancies,Summer,UK</p> <p>Good, your page contains meta 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 this free og properties generator to create them.</p> | | | | | | | | | | | | |
|  | <p>Headings</p> | <table border="1" data-bbox="544 1547 1481 1615"> <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>0</td> <td>11</td> <td>3</td> <td>4</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1648 1158 2078" style="list-style-type: none"> • [H2] My Gradcracker Dashboard Login • [H2] My Account Activity • [H2] New to Gradcracker? • [H2] Aerospace • [H2] Chemical/Process • [H2] Civil/Building • [H2] Computing/Technology • [H2] Electronic/Electrical • [H2] Maths/Analytics • [H2] Mechanical/Manufacturing • [H2] Science • [H3] Our STEM societies • [H3] New employers | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 11 | 3 | 4 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 0 | 11 | 3 | 4 | 0 | 0 | | | | | | | | | |

SEO Content

| | | |
|---|-----------------|--|
| | | <ul style="list-style-type: none"> • [H3] Latest opportunities • [H4] Institute of Physics • [H4] KPMG • [H4] Ark Teacher Training • [H4] Kubrick Group |
|  | Images | <p>We found 23 images on this web page.</p> <p>22 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 : 25%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p> |
|  | Flash | Perfect, no Flash content has been detected on this page. |
|  | Iframe | Great, there are no Iframes detected on this page. |

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 36 links including 0 link(s) to files |
|  | Statistics | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p> |

In-page links

| Anchor | Type | Juice |
|----------------------------------|----------|---------------|
| Job Search | Internal | Passing Juice |
| Company Hubs A-Z | Internal | Passing Juice |

In-page links

| | | |
|--|----------|---------------|
| Upcoming Webinars | Internal | Passing Juice |
| Previous Webinars | Internal | Passing Juice |
| Sector Guides | Internal | Passing Juice |
| Career Coach | Internal | Passing Juice |
| Gradcracker Toolkit | Internal | Passing Juice |
| How to Become a Cracking Candidate | Internal | Passing Juice |
| My Dashboard | Internal | Passing Juice |
| View all | Internal | Passing Juice |
| View all | Internal | Passing Juice |
| View all | Internal | Passing Juice |
| Manage | Internal | Passing Juice |
| Register here | Internal | Passing Juice |
| Degree Apprenticeships | Internal | Passing Juice |
| Placements | Internal | Passing Juice |
| Graduate Jobs | Internal | Passing Juice |
| Sector A-Z | Internal | Passing Juice |
| CareerCentre | Internal | Passing Juice |
| STEM Societies | Internal | Passing Juice |
| For Employers | Internal | Passing Juice |
| For Universities | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Aerospace | Internal | Passing Juice |
| Chemical/Process | Internal | Passing Juice |
| Civil/Building | Internal | Passing Juice |
| Computing/Technology | Internal | Passing Juice |
| Electronic/Electrical | Internal | Passing Juice |
| Maths/Analytics | Internal | Passing Juice |
| Mechanical/Manufacturing | Internal | Passing Juice |

In-page links

| | | |
|----------------------------------|----------|---------------|
| Science | Internal | Passing Juice |
| For Students | Internal | Passing Juice |
| Legal | Internal | Passing Juice |
| Cookies | Internal | Passing Juice |
| Download The App | Internal | Passing Juice |
| Continue | Internal | Passing Juice |




SEO Keywords

| | | |
|--|----------------|--|
|  | Keywords Cloud | <p>graduate multiple vacancies opportunities employers live placementinternship note opportunity gradcracker</p> |
|--|----------------|--|



Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti on | Headings |
|---------------|---------|-------|----------|-----------------|----------|
| opportunities | 23 | ✘ | ✔ | ✘ | ✔ |
| gradcracker | 20 | ✔ | ✘ | ✔ | ✔ |
| employers | 16 | ✘ | ✘ | ✘ | ✔ |
| graduate | 15 | ✘ | ✔ | ✔ | ✘ |
| live | 10 | ✘ | ✘ | ✘ | ✘ |












Usability

| | | |
|--|--------------|---|
|  | Url | Domain : gradcracker.com Length : 15 |
|  | Favicon | Great, your website has a favicon. |
|  | Printability | We could not find a Print-Friendly CSS. |





Usability

| | | |
|--|-------------|---|
|  | 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 : 29 Warnings : 4 |
|  | 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. 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 | <ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content |
|--|---------------------|--|

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>http://gradcracker.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p> |
|  | Analytics | <p>Great, your website has an analytics tool.</p> <div data-bbox="544 680 1481 757"> Google Analytics</div> |