










The score is 50/100






## SEO Content

	Title	<p>Kudos   Research Explained   Research Communication   Research Influence</p> <p><b>Length : 72</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Description	<p>Kudos helps more people find and understand research - from academics, to policy makers, industry and the public. We help people tell the story of their research to the world.</p> <p><b>Length : 175</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>description</td><td>Kudos helps more people find and understand research - from academics, to policy makers, industry and the public. We help people tell the story of their research to the world.</td></tr><tr><td>title</td><td>Kudos   Research Explained   Research Communication   Research Influence</td></tr><tr><td>image</td><td><a href="https://info.growkudos.com/hubfs/Screenshot%202022-03-07%20at%2017.03.49.png#keepProtocol">https://info.growkudos.com/hubfs/Screenshot%202022-03-07%20at%2017.03.49.png#keepProtocol</a></td></tr><tr><td>image:width</td><td>2772</td></tr><tr><td>image:height</td><td>1550</td></tr></tbody></table>	Property	Content	description	Kudos helps more people find and understand research - from academics, to policy makers, industry and the public. We help people tell the story of their research to the world.	title	Kudos   Research Explained   Research Communication   Research Influence	image	<a href="https://info.growkudos.com/hubfs/Screenshot%202022-03-07%20at%2017.03.49.png#keepProtocol">https://info.growkudos.com/hubfs/Screenshot%202022-03-07%20at%2017.03.49.png#keepProtocol</a>	image:width	2772	image:height	1550
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## SEO Content

		url	https://info.growkudos.com/research-stories
	Headings	<b>H1</b> 4 <b>H2</b> 6 <b>H3</b> 2 <b>H4</b> 0 <b>H5</b> 0 <b>H6</b> 0	<ul style="list-style-type: none"> <li>• [H1] The Small Print</li> <li>• [H1] Help</li> <li>• [H1] About us</li> <li>• [H1] Info</li> <li>• [H2] For researchers</li> <li>• [H2] hbspt.cta._relativeUrls=true;hbspt.cta.load(5642616, 'bf08c82a-87df-4e4f-8a33-6351135d9a5b', {"useNewLoader":"true","region":"na1"});</li> <li>• [H2] For Publishers</li> <li>• [H2] hbspt.cta._relativeUrls=true;hbspt.cta.load(5642616, 'df5743e3-a3f7-4397-9a9f-61c988e2485d', {"useNewLoader":"true","region":"na1"});</li> <li>• [H2] For Universities</li> <li>• [H2] hbspt.cta._relativeUrls=true;hbspt.cta.load(5642616, '949766f9-5c47-4855-a13a-6b51f9697367', {"useNewLoader":"true","region":"na1"});</li> <li>• [H3] A GROWING COMMUNITY:</li> <li>• [H3] Subscribe Here!</li> </ul>
	Images	We found 26 images on this web page. Good, most or all of your images have alt attributes.	
	Text/HTML Ratio	Ratio : <b>7%</b> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.	
	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 15 links including 0 link(s) to files


## SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 0%
		Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">Researchers</a>	Internal	Passing Juice
<a href="#">Publishers</a>	Internal	Passing Juice
<a href="#">Universities</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Terms &amp; conditions</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">Service status</a>	Internal	Passing Juice
<a href="#">User guide</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Team</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Research showcase</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	racism help increase showcase policy news featured kudos <b>research</b> global
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
research	8	✓	✗	✓	✓
help	4	✗	✗	✓	✓
kudos	3	✓	✗	✓	✗
news	3	✗	✗	✗	✗
policy	3	✗	✗	✓	✗








## Usability

	Url	Domain : growkudos.com Length : 13
	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 : 1 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	<ul style="list-style-type: none"><li> Attention! Try to avoid nested tables in HTML.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

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

	XML Sitemap	Great, your website has an XML sitemap. <ul style="list-style-type: none"><li><a href="http://growkudos.com/sitemap.xml">http://growkudos.com/sitemap.xml</a></li><li><a href="https://www.growkudos.com/sitemap.xml">https://www.growkudos.com/sitemap.xml</a></li></ul>
	Robots.txt	<a href="http://growkudos.com/robots.txt">http://growkudos.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. <ul style="list-style-type: none"><li> Google Analytics</li></ul>