

Seo Analyzer london.edu

Generated on March 05 2022 19:33 PM

The score is 60/100



SEO Content

	Title	Home London Business School Length : 29 Perfect, your title contains between 10 and 70 characters.																
	Description	We deliver postgraduate business education offering one of the world's best MBA programmes, Masters and PhD degrees, plus short courses for executives. Length : 155 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>title</td><td>Home London Business School</td></tr><tr><td>type</td><td>article</td></tr><tr><td>description</td><td>We deliver postgraduate business education offering one of the world's best MBA programmes, Masters and PhD degrees, plus short courses for executives.</td></tr><tr><td>site_name</td><td>London Business School</td></tr><tr><td>locale</td><td>en_GB</td></tr><tr><td>url</td><td>https://www.london.edu/</td></tr><tr><td>image</td><td>https://www.london.edu/-/media/images_2019/header-banner/images-1094x618/silent-video-recropped.jpg?20220305141031794</td></tr></tbody></table>	Property	Content	title	Home London Business School	type	article	description	We deliver postgraduate business education offering one of the world's best MBA programmes, Masters and PhD degrees, plus short courses for executives.	site_name	London Business School	locale	en_GB	url	https://www.london.edu/	image	https://www.london.edu/-/media/images_2019/header-banner/images-1094x618/silent-video-recropped.jpg?20220305141031794
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image	https://www.london.edu/-/media/images_2019/header-banner/images-1094x618/silent-video-recropped.jpg?20220305141031794																	

SEO Content

Headings





H1	H2	H3	H4	H5	H6
1	1	1	107	0	0

- [H1] London Business School
- [H2] Minds alive to new connections and experiences
- [H3] Subscribe to Think at London Business School and get fresh insights from our thought leaders direct to your inbox
- [H4] Go to About
- [H4] Go to Contact us
- [H4] Go to Inclusion and diversity
- [H4] Go to London Business School
- [H4] Go to Our campuses
- [H4] Go to London
- [H4] Go to Masters Degrees
- [H4] Our programmes
- [H4] Go to Masters in Management
- [H4] Go to Global Masters in Management
- [H4] Go to Masters in Analytics and Management
- [H4] Go to Masters in Financial Analysis
- [H4] Go to MBA
- [H4] Go to Masters in Finance Full-time
- [H4] Go to Masters in Finance Part-time
- [H4] Go to Executive MBA London
- [H4] Go to Executive MBA Dubai
- [H4] Go to LBS Sloan Masters in Leadership and Strategy
- [H4] Before you arrive
- [H4] Go to Visa requirements
- [H4] Go to Financial aid
- [H4] Go to Your London business advantage
- [H4] Our community
- [H4] Recruiters and organisations
- [H4] Career support
- [H4] Go to Executive Education
- [H4] Courses by topic
- [H4] Go to General Management
- [H4] Go to Leadership
- [H4] Go to Strategy
- [H4] Go to Finance
- [H4] Go to Human Resources
- [H4] Go to Digital Transformation and Innovation
- [H4] Marketing
- [H4] Go to Online courses
- [H4] General Management - Online
- [H4] Leadership - Online
- [H4] Strategy - Online
- [H4] Finance - Online
- [H4] Human Resources - Online
- [H4] Digital Transformation and Innovation - Online
- [H4] Marketing - Online
- [H4] In-person courses
- [H4] Go to Courses in London
- [H4] Go to Courses in Dubai
- [H4] Featured courses
- [H4] Go to Our approach
- [H4] Go to Our community
- [H4] Go to Executive Education Events





SEO Content

- [H4] Women's scholarships
- [H4] Go to PhD
- [H4] Profiles
- [H4] Transatlantic Doctoral Conference
- [H4] Go to Faculty & Research
- [H4] Faculty
- [H4] Subject areas
- [H4] Go to Accounting
- [H4] Go to Economics
- [H4] Go to Finance
- [H4] Go to Management Science and Operations
- [H4] Go to Marketing
- [H4] Go to Organisational Behaviour
- [H4] Go to Strategy and Entrepreneurship
- [H4] Research centres and Institutes
- [H4] Go to AQR Asset Management Institute
- [H4] Go to Centre for Corporate Governance
- [H4] Go to Institute of Entrepreneurship and Private Capital
- [H4] Go to Leadership Institute
- [H4] Go to Wheeler Institute for Business and Development
- [H4] Research
- [H4] Go to Think
- [H4] Accounting
- [H4] Analytics and big data
- [H4] Economics
- [H4] Entrepreneurship
- [H4] Finance
- [H4] Innovation
- [H4] Leadership
- [H4] Marketing
- [H4] Operations management
- [H4] People management
- [H4] Personal development
- [H4] Strategy
- [H4] Go to Alumni
- [H4] Connect with your community
- [H4] Resources and benefits
- [H4] Career and Learning
- [H4] Volunteering
- [H4] Events
- [H4] News and stories
- [H4] Give to LBS
- [H4] Why give
- [H4] Acknowledging your support
- [H4] Masters degrees
- [H4] Executive Education
- [H4] Our work with organisations
- [H4] Executive MBA
- [H4] Senior Executive Programme
- [H4] Why our School needs a Black in Business Club
- [H4] Reunion for New Alumni 2022
- [H4] London Business School in 360°
- [H4] Building a better future: sustainable construction
- [H4] Changemakers: Daniel Hanna
- [H4] The effortlessly green phenomenon with Dr Dafna Goor
- [H4] Sign up to receive our latest news and business thinking

SEO Content

		<p>direct to your inbox</p> <ul style="list-style-type: none"> • [H4] Thank you. You're almost ready to start enjoying Think. To verify your email and confirm your subscription please click on the link that we've sent to your email address. • [H4] Thank you for subscribing to the Think email.
	Images	<p>We found 36 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : 4%</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 328 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0.61%</p> <p>Internal Links 99.39%</p>

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Give to LBS	Internal	Passing Juice

In-page links

LBS Hub	Internal	Passing Juice
News	Internal	Passing Juice
Press Office	Internal	Passing Juice
Events	Internal	Passing Juice
Recruiters and Organisations	Internal	Passing Juice
Jobs at LBS	Internal	Passing Juice
LBS Publishing	Internal	Passing Juice
Portal	Internal	Passing Juice
Create a profile	Internal	Passing Juice
Log in	Internal	Passing Juice
About	Internal	Passing Juice
Masters Degrees	Internal	Passing Juice
Executive Education	Internal	Passing Juice
PhD	Internal	Passing Juice
Faculty & Research	Internal	Passing Juice
Think	Internal	Passing Juice
Alumni	Internal	Passing Juice
Back	Internal	Passing Juice
Contact us	Internal	Passing Juice
Inclusion and diversity	Internal	Passing Juice
London Business School	Internal	Passing Juice
Our campuses	Internal	Passing Juice
Return to campus FAQs	Internal	Passing Juice
LBS social media	Internal	Passing Juice
FAQs	Internal	Passing Juice
Black at LBS	Internal	Passing Juice
LGBTQ+ at LBS	Internal	Passing Juice
Laidlaw Women's Leadership Fund	Internal	Passing Juice

In-page links

Social Mobility at LBS	Internal	Passing Juice
Women at LBS	Internal	Passing Juice
Our leadership	Internal	Passing Juice
Programmes	Internal	Passing Juice
Rankings and accreditation	Internal	Passing Juice
Our social impact	Internal	Passing Juice
Policies and legislation	Internal	Passing Juice
Financial statements	Internal	Passing Juice
Learning and Teaching Philosophy	Internal	Passing Juice
London	Internal	Passing Juice
Dubai	Internal	Passing Juice
Virtual tour	Internal	Passing Juice
School merchandise	Internal	Passing Juice
Library	Internal	Passing Juice
Masters in Management	Internal	Passing Juice
Global Masters in Management	Internal	Passing Juice
Masters in Analytics and Management	Internal	Passing Juice
Masters in Financial Analysis	Internal	Passing Juice
MBA	Internal	Passing Juice
Masters in Finance Full-time	Internal	Passing Juice
Masters in Finance Part-time	Internal	Passing Juice
Executive MBA London	Internal	Passing Juice
Executive MBA Dubai	Internal	Passing Juice
Executive MBA Global	External	Passing Juice
LBS Sloan Masters in Leadership and Strategy	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice

In-page links

Who attends	Internal	Passing Juice
How to apply	Internal	Passing Juice
Information events	Internal	Passing Juice
FAQs	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice
Who attends	Internal	Passing Juice
How to apply	Internal	Passing Juice
Information events	Internal	Passing Juice
FAQs	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice
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FAQs	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice
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Information events	Internal	Passing Juice
FAQs	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career Impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice

In-page links

Who attends	Internal	Passing Juice
How to apply	Internal	Passing Juice
Information events	Internal	Passing Juice
FAQs	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice
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FAQs	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice

In-page links

Who attends	Internal	Passing Juice
How to apply	Internal	Passing Juice
Information events	Internal	Passing Juice
FAQs	Internal	Passing Juice
Programme content	Internal	Passing Juice
Career impact	Internal	Passing Juice
Fees financing and scholarships	Internal	Passing Juice
Who attends	Internal	Passing Juice
How to apply	Internal	Passing Juice
Information events	Internal	Passing Juice
FAQs	Internal	Passing Juice
Visa requirements	Internal	Passing Juice
Financial aid	Internal	Passing Juice
Events for prospective students	Internal	Passing Juice
Masters degrees webinars	Internal	Passing Juice
Your London business advantage	Internal	Passing Juice
Brexit and immigration	Internal	Passing Juice
Search for funding	Internal	Passing Juice
Moving to London	Internal	Passing Juice
London life	Internal	Passing Juice
Alumni, scholar, student and ambassador profiles	Internal	Passing Juice
Activities, clubs and groups	Internal	Passing Juice
Military at LBS	Internal	Passing Juice
Student-led events	Internal	Passing Juice
Social impact hub	Internal	Passing Juice
Student and admissions blog	Internal	Passing Juice
Recruiters	Internal	Passing Juice
Corporate support for research	Internal	Passing Juice

In-page links

Corporate support for scholarships	Internal	Passing Juice
Sponsor your employees to join our programmes	Internal	Passing Juice
Other ways to engage	Internal	Passing Juice
The LBS Career Centre	Internal	Passing Juice
What we offer	Internal	Passing Juice
Online courses	Internal	Passing Juice
Our approach	Internal	Passing Juice
Our community	Internal	Passing Juice
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Leadership	Internal	Passing Juice
Strategy	Internal	Passing Juice
Finance	Internal	Passing Juice
Human Resources	Internal	Passing Juice
Digital Transformation and Innovation	Internal	Passing Juice
Accelerated Development Programme	Internal	Passing Juice
Certificate in Management	Internal	Passing Juice
Senior Executive Programme	Internal	Passing Juice
Becoming Exceptional - Online	Internal	Passing Juice
Building Resilience & Agility: Revitalise your Organisation	Internal	Passing Juice
Crisis Leadership and Human Behaviour – Online	Internal	Passing Juice
Next-Level Leadership	Internal	Passing Juice
High Performance People Skills for Leaders	Internal	Passing Juice
Leading Businesses into the Future	Internal	Passing Juice
Leading Change for Organisational Transformation	Internal	Passing Juice
Leading Teams for Emerging Leaders	Internal	Passing Juice
Leading Teams for Emerging Leaders - Dubai	Internal	Passing Juice
Negotiating and Influencing Skills for Leaders	Internal	Passing Juice
Sustainability Leadership & Corporate Responsibility –Online	Internal	Passing Juice

In-page links

Women in Business - Online	Internal	Passing Juice
Women in Leadership	Internal	Passing Juice
Achieving Strategic Agility - Online	Internal	Passing Juice
Developing Strategy for Value Creation	Internal	Passing Juice
Executing Strategy for Results	Internal	Passing Juice
Executing Strategy for Results - Dubai	Internal	Passing Juice
Exploiting Disruption in a Digital World	Internal	Passing Juice
Financial Strategies for Value Creation	Internal	Passing Juice
HR Strategy in Transforming Organisations	Internal	Passing Juice
Innovation Through Design Thinking - Online	Internal	Passing Juice
Mergers and Acquisitions	Internal	Passing Juice
Mergers and Acquisitions - Dubai	Internal	Passing Juice
The Business of AI	Internal	Passing Juice
The Chief Financial Officer Programme	Internal	Passing Juice
The Entrepreneurial Edge - Online	Internal	Passing Juice
Accounting and Financial Analysis	Internal	Passing Juice
Certificate in Finance	Internal	Passing Juice
Finance for Non-Finance Executives	Internal	Passing Juice
Masterclass in Private Equity	Internal	Passing Juice
Project and Infrastructure Finance	Internal	Passing Juice
Strategic Investment Management	Internal	Passing Juice
Valuation	Internal	Passing Juice
Data Science for Business Intelligence	Internal	Passing Juice
Mastering Digital Marketing - Online	Internal	Passing Juice
Courses in London	Internal	Passing Juice
Courses in Dubai	Internal	Passing Juice
Our approach	Internal	Passing Juice
Case studies	Internal	Passing Juice

In-page links

Global Business Consortium	Internal	Passing Juice
Executive Education Alumni	Internal	Passing Juice
Executive Education Events	Internal	Passing Juice
Previous HR Strategy Forums	Internal	Passing Juice
Women\'s scholarships	Internal	Passing Juice
SEP Women\'s Scholarship with 30% Club	Internal	Passing Juice
Course Finder	Internal	Passing Juice
Programme Calendar	Internal	Passing Juice
Profiles	Internal	Passing Juice
Transatlantic Doctoral Conference	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Faculty recruitment	Internal	Passing Juice
Research support for faculty	Internal	Passing Juice
Accounting	Internal	Passing Juice
Economics	Internal	Passing Juice
Finance	Internal	Passing Juice
Management Science and Operations	Internal	Passing Juice
Marketing	Internal	Passing Juice
Organisational Behaviour	Internal	Passing Juice
Strategy and Entrepreneurship	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Academic research	Internal	Passing Juice
PhD programme	Internal	Passing Juice
Faculty recruitment	Internal	Passing Juice
Events	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Academic research	Internal	Passing Juice
PhD programme	Internal	Passing Juice

In-page links

Faculty recruitment	Internal	Passing Juice
Economics seminars	Internal	Passing Juice
Events	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Academic research	Internal	Passing Juice
PhD programme	Internal	Passing Juice
Faculty recruitment	Internal	Passing Juice
Events	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Academic research	Internal	Passing Juice
PhD programme	Internal	Passing Juice
Faculty recruitment	Internal	Passing Juice
Events	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Academic research	Internal	Passing Juice
PhD programme	Internal	Passing Juice
Faculty recruitment	Internal	Passing Juice
Events	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Academic research	Internal	Passing Juice
PhD programme	Internal	Passing Juice
Faculty Recruitment	Internal	Passing Juice
Events	Internal	Passing Juice
Faculty profiles	Internal	Passing Juice
Academic research	Internal	Passing Juice
PhD programme	Internal	Passing Juice
Enterprise 100	Internal	Passing Juice
Open experiential courses	Internal	Passing Juice

In-page links

Entrepreneurship Summer School	Internal	Passing Juice
The Entrepreneurship Lab	External	Passing Juice
Faculty recruitment	Internal	Passing Juice
Events	Internal	Passing Juice
AQR Asset Management Institute	Internal	Passing Juice
Centre for Corporate Governance	Internal	Passing Juice
Institute of Entrepreneurship and Private Capital	Internal	Passing Juice
Leadership Institute	Internal	Passing Juice
Wheeler Institute for Business and Development	Internal	Passing Juice
Advisory Council	Internal	Passing Juice
Research	Internal	Passing Juice
Resources	Internal	Passing Juice
Insights and news	Internal	Passing Juice
Events	Internal	Passing Juice
Research and Articles	Internal	Passing Juice
Governance and policies	Internal	Passing Juice
Podcasts	Internal	Passing Juice
Insights and news	Internal	Passing Juice
Events	Internal	Passing Juice
Research	Internal	Passing Juice
Teaching	Internal	Passing Juice
Opportunities and resources	Internal	Passing Juice
Insights and news	Internal	Passing Juice
Events	Internal	Passing Juice
Awards and competitions	Internal	Passing Juice
Supporting Faculty	Internal	Passing Juice
Research	Internal	Passing Juice
Influencing education	Internal	Passing Juice

In-page links

Insights and resources	Internal	Passing Juice
Academic community	Internal	Passing Juice
Think @ LBS	Internal	Passing Juice
Events	Internal	Passing Juice
News	Internal	Passing Juice
Events	Internal	Passing Juice
Academic research	Internal	Passing Juice
Research initiatives	Internal	Passing Juice
LBS Publishing - Case Collection	Internal	Passing Juice
Research lab	Internal	Passing Juice
Accounting	Internal	Passing Juice
Analytics and big data	Internal	Passing Juice
Economics	Internal	Passing Juice
Entrepreneurship	Internal	Passing Juice
Finance	Internal	Passing Juice
Innovation	Internal	Passing Juice
Leadership	Internal	Passing Juice
Marketing	Internal	Passing Juice
Operations management	Internal	Passing Juice
People management	Internal	Passing Juice
Personal development	Internal	Passing Juice
Strategy	Internal	Passing Juice
Connect with your community	Internal	Passing Juice
Alumni Awards	Internal	Passing Juice
Alumni stories	Internal	Passing Juice
Notable alumni	Internal	Passing Juice
Resources and benefits	Internal	Passing Juice
Career and Learning	Internal	Passing Juice

In-page links

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Volunteering	Internal	Passing Juice
Work with students	Internal	Passing Juice
Alumni Council	Internal	Passing Juice
Events	Internal	Passing Juice
News and stories	Internal	Passing Juice
Why give	Internal	Passing Juice
Acknowledging your support	Internal	Passing Juice
Save to my profile	Internal	Passing Juice
Executive MBA	Internal	Passing Juice
Why our School needs a Black in Business Club	Internal	Passing Juice
Reunion for New Alumni 2022	Internal	Passing Juice
Building a better future: sustainable construction	Internal	Passing Juice
Changemakers: Daniel Hanna	Internal	Passing Juice
The effortlessly green phenomenon with Dr Dafna Goor	Internal	Passing Juice
Sign up with your email	Internal	Passing Juice
View our Privacy Policy	Internal	Passing Juice
Sitemap	Internal	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	10	✘	✘	✘	✘
business	9	✔	✘	✔	✔







Keywords Consistency

london	7	✓	✗	✗	✓
school	7	✓	✗	✗	✓
email	5	✗	✗	✗	✓

Usability

	Url	Domain : london.edu Length : 10
	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	<ul style="list-style-type: none">✓ Excellent, your website doesn't use nested tables.✗ Too bad, your website is using inline styles.

Document

- ✔ Great, your website has few CSS files.
- ✘ Too bad, your website has too many JS files (more than 6).
- ✔ Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

- ✘ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

```
http://london.edu/sitemap.xml
http://www.london.edu/sitemap.xml
http://www.london.edu/sitemap.xml
```



Robots.txt

<http://london.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.