








# Seo Analyzer Ishtm.ac.uk

Generated on June 11 2022 11:30 AM





The score is 59/100







## SEO Content

	Title	<p>The London School of Hygiene &amp; Tropical Medicine   LSHTM</p> <p><b>Length : 60</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>The London School of Hygiene &amp; Tropical Medicine is a world leading centre for research and postgraduate education in public and global health.</p> <p><b>Length : 147</b></p> <p>Great, your meta description contains between 70 and 160 characters.</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 border="1" data-bbox="539 1312 1481 1720"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>LSHTM</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.lshtm.ac.uk/node/40496</td> </tr> <tr> <td>title</td> <td>The London School of Hygiene &amp; Tropical Medicine</td> </tr> </tbody> </table>	Property	Content	site_name	LSHTM	type	website	url	https://www.lshtm.ac.uk/node/40496	title	The London School of Hygiene & Tropical Medicine		
Property	Content													
site_name	LSHTM													
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title	The London School of Hygiene & Tropical Medicine													
	Headings	<table border="1" data-bbox="539 1749 1481 1821"> <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>1</td> <td>5</td> <td>4</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1854 1334 2078" style="list-style-type: none"> <li>• [H1] London School of Hygiene &amp; Tropical Medicine</li> <li>• [H2] Monkeypox - here's what you need to know</li> <li>• [H2] Ukraine</li> <li>• [H2] COVID-19</li> <li>• [H2] COVID-19 Response Fund</li> <li>• [H2] Improving health worldwide</li> <li>• [H3] News</li> </ul>	H1	H2	H3	H4	H5	H6	1	5	4	0	0	0
H1	H2	H3	H4	H5	H6									
1	5	4	0	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Events</li><li>• [H3] Visit us</li><li>• [H3] Discover ways to support the School</li></ul>
	Images	We found 14 images on this web page.  3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : <b>16%</b>  Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## 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 75 links including 1 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 5.33%  Internal Links 94.67%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Close</a>	Internal	Passing Juice
<a href="#">LSHTM</a>	Internal	Passing Juice

## In-page links

<a href="#">Study with us</a>	Internal	Passing Juice
<a href="#">Courses</a>	Internal	Passing Juice
<a href="#">Master's Degrees</a>	Internal	Passing Juice
<a href="#">Research degrees and Doctoral College</a>	Internal	Passing Juice
<a href="#">Short courses</a>	Internal	Passing Juice
<a href="#">Professional development</a>	Internal	Passing Juice
<a href="#">Ways to study</a>	Internal	Passing Juice
<a href="#">Request a prospectus</a>	Internal	Passing Juice
<a href="#">Changes to courses</a>	Internal	Passing Juice
<a href="#">Fees and funding</a>	Internal	Passing Juice
<a href="#">Visas and immigration</a>	Internal	Passing Juice
<a href="#">How to apply</a>	Internal	Passing Juice
<a href="#">Visit us</a>	Internal	Passing Juice
<a href="#">Open Days</a>	Internal	Passing Juice
<a href="#">Virtual Open Day</a>	Internal	Passing Juice
<a href="#">Meet our students</a>	Internal	Passing Juice
<a href="#">Individual &amp; group visits</a>	Internal	Passing Juice
<a href="#">Student experience</a>	Internal	Passing Juice
<a href="#">New students</a>	Internal	Passing Juice
<a href="#">Frequently asked questions</a>	Internal	Passing Juice
<a href="#">Research and impact</a>	Internal	Passing Juice
<a href="#">Centres, groups and projects</a>	Internal	Passing Juice
<a href="#">Faculties and MRC units</a>	Internal	Passing Juice
<a href="#">Global Partnerships</a>	Internal	Passing Juice
<a href="#">Research in action</a>	Internal	Passing Juice
<a href="#">Innovation</a>	External	Passing Juice
<a href="#">Research publications and data</a>	Internal	Passing Juice
<a href="#">Library, Archive &amp; Open Research Services</a>	Internal	Passing Juice

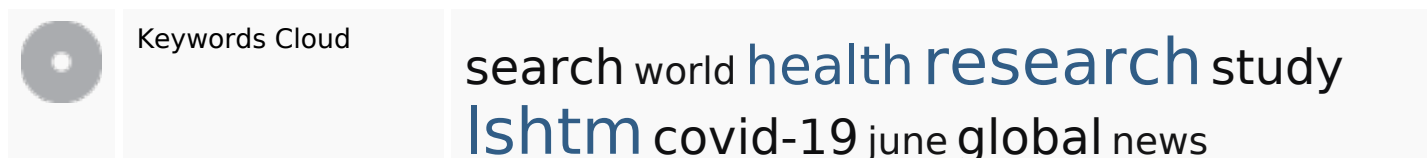
## In-page links

<a href="#">Research governance and integrity</a>	Internal	Passing Juice
<a href="#">News and events</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Blogs</a>	Internal	Passing Juice
<a href="#">Expert opinion</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">Introducing LSHTM</a>	Internal	Passing Juice
<a href="#">Organisation</a>	Internal	Passing Juice
<a href="#">Alumni</a>	Internal	Passing Juice
<a href="#">Working at LSHTM</a>	Internal	Passing Juice
<a href="#">Online gift shop</a>	Internal	Passing Juice
<a href="#">Term and holiday dates</a>	Internal	Passing Juice
<a href="#">Public engagement</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Support us</a>	Internal	Passing Juice
<a href="#">Give online</a>	Internal	Passing Juice
<a href="#">COVID-19 Response Fund</a>	Internal	Passing Juice
<a href="#">LSHTM Scholarship Fund</a>	Internal	Passing Juice
<a href="#">Legacies and in memory giving</a>	Internal	Passing Juice
<a href="#">Ways of giving</a>	Internal	Passing Juice
<a href="#">Your gift in action</a>	Internal	Passing Juice
<a href="#">Fundraising priorities</a>	Internal	Passing Juice
<a href="#">Get in touch</a>	Internal	Passing Juice
<a href="#">Staff intranet</a>	External	Passing Juice
<a href="#">Virtual Student Hub</a>	External	Passing Juice
<a href="#">Webmail</a>	External	Passing Juice
<a href="#">Moodle</a>	Internal	Passing Juice

## In-page links

<a href="#">People search</a>	Internal	Passing Juice
<a href="#">Press</a>	Internal	Passing Juice
<a href="#">Combined carbon and health taxes on food products could significantly contribute to net-zero targets and improve the quality of diets</a>	Internal	Passing Juice
<a href="#">Higher rate of COVID-19 death before vaccination linked to certain common inflammatory immune conditions</a>	Internal	Passing Juice
<a href="#">Adolescents and young adults diagnosed with leukaemia continue to have lower survival than children</a>	Internal	Passing Juice
<a href="#">Scenario Hub: projects future health impact of COVID-19 across Europe</a>	Internal	Passing Juice
<a href="#">Can breastfeeding help combat global antibiotic resistance?</a>	Internal	Passing Juice
<a href="#">Using synergies between survey statistics and causal inference to improve transportability of clinical trials</a>	Internal	Passing Juice
<a href="#">Keeping our planet in mind: climate change and the mental health crisis</a>	Internal	Passing Juice
<a href="#">Equity, diversity and inclusion</a>	Internal	Passing Juice
<a href="#">Anti-slavery and human trafficking statement</a>	Internal	Passing Juice
<a href="#">Jobs</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Freedom of information</a>	Internal	Passing Juice
<a href="#">Cookies</a>	Internal	Passing Juice
<a href="#">Privacy notices</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Keywords Consistency

research	12	✗	✗	✓	✗
lshtm	10	✓	✗	✗	✗
health	9	✗	✗	✓	✓
covid-19	7	✗	✗	✗	✓
global	6	✗	✗	✓	✗


## Usability

	Url	Domain : lshtm.ac.uk Length : 11
	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 : 2 Warnings : 1
	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.




## Document

	Speed Tips	<ul style="list-style-type: none"><li>✓ Excellent, your website doesn't use nested tables.</li><li>✗ Too bad, your website is using inline styles.</li><li>✓ Great, your website has few CSS files.</li><li>✓ Perfect, your website has few JavaScript files.</li><li>✓ Perfect, your website takes advantage of gzip.</li></ul>
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## 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	<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><a href="http://lshtm.ac.uk/robots.txt">http://lshtm.ac.uk/robots.txt</a></p> <p>Great, your website has a robots.txt file.</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>