










The score is 57/100







SEO Content

	<p>Title</p>	<p>IXU iXplore Universities</p> <p>Length : 26</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create 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 1375 1481 1451"> <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>4</td> <td>4</td> <td>7</td> <td>1</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1480 1481 2078" style="list-style-type: none"> • [H1] POWERFUL MARKETING SOLUTIONS to take your recruitment strategy to the next level. • [H2] Products & Features • [H2] "Clark College has greatly benefited from our eBrochure and tracking features, and their customer service is exceptional!" • [H2] Ready to get started on your own project? • [H2] Our Mission • [H3] Learn More • [H3] Quick Links • [H3] Contact Us • [H3] Connect • [H4] Digital E-Brochure • [H4] Mobile App • [H4] Translations • [H4] ROI Tracking • [H4] iXplore Universities is committed to providing innovative and dynamic technological tools that will maximize the efforts 	H1	H2	H3	H4	H5	H6	1	4	4	7	1	0
H1	H2	H3	H4	H5	H6									
1	4	4	7	1	0									

SEO Content

		<p>of higher education student recruitment.</p> <ul style="list-style-type: none"> • [H4] © Ixplre Universities, LLC 2020 • [H4] Dave Ilg • [H5] National Sales Director
	Images	<p>We found 14 images on this web page.</p> <p>1 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 : 18%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 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 7 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
e-&nbsp;Brochure	Internal	Passing Juice
Mobile App	Internal	Passing Juice

In-page links

Translations & Other Features	Internal	Passing Juice
Client Portal	Internal	Passing Juice
Agent Platform	Internal	Passing Juice
About Us	Internal	Passing Juice
Student Portal	Internal	Passing Juice




SEO Keywords

	Keywords Cloud	platform client student ixu universities ilg portal llc ixplore agent
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Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
universities	2	✓	✗	✗	✓
portal	2	✗	✗	✗	✗
ixplore	2	✓	✗	✗	✓
ixu	1	✓	✗	✗	✗
llc	1	✗	✗	✗	✓












Usability

	Url	Domain : mkttracker.com Length : 14
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.

Usability

		
	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 : 0
	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. Great, your website has few CSS files. 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
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://mkttracker.com/sitemap.xml
	Robots.txt	http://mkttracker.com/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.