







# Seo Analyzer neu.edu

Generated on February 17 2022 22:16 PM





The score is 48/100




## SEO Content

	Title	Northeastern University - A University Like No Other <b>Length : 52</b> Perfect, your title contains between 10 and 70 characters.												
	Description	A university like no other <b>Length : 26</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Northeastern University - A University Like No Other</td></tr><tr><td>description</td><td>Founded in 1898, Northeastern is a global, experiential, research university built on a tradition of engagement with the world, creating a distinctive approach to education and research. The university offers a comprehensive range of undergraduate and graduate programs leading to degrees through the doctorate in nine colleges and schools, and select advanced degrees at graduate campuses in Charlotte, North Carolina, Seattle, Silicon Valley, and Toronto.</td></tr><tr><td>url</td><td>https://www.northeastern.edu/</td></tr></table>	Property	Content	locale	en_US	type	website	title	Northeastern University - A University Like No Other	description	Founded in 1898, Northeastern is a global, experiential, research university built on a tradition of engagement with the world, creating a distinctive approach to education and research. The university offers a comprehensive range of undergraduate and graduate programs leading to degrees through the doctorate in nine colleges and schools, and select advanced degrees at graduate campuses in Charlotte, North Carolina, Seattle, Silicon Valley, and Toronto.	url	https://www.northeastern.edu/
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url	https://www.northeastern.edu/													





# SEO Content

		site_name	Northeastern University				
	Headings	<b>H1</b>	<b>H2</b>	<b>H3</b>	<b>H4</b>	<b>H5</b>	<b>H6</b>
		1	5	14	8	0	0
		<ul style="list-style-type: none"><li>• [H1] Founded in 1898, Northeastern is a global, experiential, research university built on a tradition of engagement with the world, creating a distinctive approach to education and research. The university offers a comprehensive range of undergraduate and graduate programs leading to degrees through the doctorate in nine colleges and schools, and select advanced degrees at graduate campuses in Charlotte, North Carolina, Seattle, Silicon Valley, and Toronto.</li><li>• [H2] Law</li><li>• [H2] Undergraduate</li><li>• [H2] Graduate</li><li>• [H2] Research</li><li>• [H2] Lifelong Learning</li><li>• [H3] Athletics</li><li>• [H3] Alumni</li><li>• [H3] Student Life</li><li>• [H3] Trending Events</li><li>• [H3] Feb 17</li><li>• [H3] Feb 22</li><li>• [H3] Feb 23</li><li>• [H3] Feb 28</li><li>• [H3] Feb 28</li><li>• [H3] Mar 03</li><li>• [H3] Mar 07</li><li>• [H3] Mar 09</li><li>• [H3] Cookies on Northeastern sites</li><li>• [H3] Cookies on Northeastern sites</li><li>• [H4] Weekly Yoga &amp; Meditation (SF/SV)</li><li>• [H4] Writing Professional Emails</li><li>• [H4] Student Sustainability Committee</li><li>• [H4] Biology Colloquia Series: Kevin R. Gozzi</li><li>• [H4] In the Midst of Civilized Europe: The Pogroms of...</li><li>• [H4] Saul Flores: "The Walk of The Immigrants"</li><li>• [H4] Biology Colloquia Series: Minji Kim</li><li>• [H4] The Coming Good Society: Why New Realities Demand New...</li></ul>					
	Images	<p>We found 70 images on this web page.</p> <p>70 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 : <b>5%</b></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>					

## SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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## 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 43 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 72.09% Internal Links 27.91%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">President Aoun</a>	External	Passing Juice
<a href="#">Admissions</a>	External	Passing Juice
<a href="#">Undergraduate</a>	External	Passing Juice
<a href="#">Graduate</a>	External	Passing Juice
<a href="#">Student Financial Services</a>	External	Passing Juice
<a href="#">Lifelong Learning</a>	External	Passing Juice
<a href="#">School of Law</a>	External	Passing Juice
<a href="#">College of Professional Studies</a>	Internal	Passing Juice
<a href="#">Parents</a>	External	Passing Juice
<a href="#">Office of the Provost</a>	External	Passing Juice


## In-page links

<a href="#">Office of the Chancellor</a>	External	Passing Juice
<a href="#">Colleges and Schools</a>	External	Passing Juice
<a href="#">Undergraduate Education</a>	External	Passing Juice
<a href="#">Summer Program for Rising Sophomores</a>	External	Passing Juice
<a href="#">Graduate Education</a>	External	Passing Juice
<a href="#">PhD Education</a>	External	Passing Juice
<a href="#">Online Learning</a>	Internal	Passing Juice
<a href="#">Registrar</a>	External	Passing Juice
<a href="#">University Library</a>	External	Passing Juice
<a href="#">Research Home</a>	External	Passing Juice
<a href="#">Centers &amp; Institutes</a>	External	Passing Juice
<a href="#">Health</a>	External	Passing Juice
<a href="#">Sustainability</a>	External	Passing Juice
<a href="#">Security</a>	External	Passing Juice
<a href="#">Make a Gift</a>	External	Passing Juice
=	Internal	Passing Juice
<a href="#">X</a>	External	Passing Juice
<a href="#">Academic Calendar</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Tuition</a>	Internal	Passing Juice
<a href="#">Registrar</a>	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">blur to next category from 0</a>	External	Passing Juice
=	External	Passing Juice
<a href="#">Media Inquiries</a>	External	Passing Juice
<a href="#">Learn More</a>	External	Passing Juice
<a href="#">COVID-19 DASHBOARD</a>	External	Passing Juice
<a href="#">View All Events</a>	External	Passing Juice

## In-page links

<a href="#">Privacy Statement</a>	Internal	Passing Juice
<a href="#">360 Huntington Ave., Boston, Massachusetts 02115</a>	Internal	Passing Juice
<a href="#">Emergency Information</a>	Internal	Passing Juice
<a href="#">MyNortheastern</a>	External	Passing Juice





## SEO Keywords

	Keywords Cloud	northeastern education <b>cat more blur</b> research learning graduate <b>from</b> admissions
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
blur	11	✖	✖	✖	✖
cat	8	✖	✖	✖	✔
from	8	✖	✖	✖	✖
more	7	✖	✖	✖	✖
graduate	6	✖	✖	✖	✔


## Usability

	Url	Domain : neu.edu Length : 7
	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.
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## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 21 Warnings : 125
	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div>



## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap.
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## Optimization

		<a href="http://neu.edu/sitemap.xml">http://neu.edu/sitemap.xml</a>
	Robots.txt	<a href="http://neu.edu/robots.txt">http://neu.edu/robots.txt</a> 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.