







Seo Analyzer northampton.ac.uk

Generated on February 16 2022 16:14 PM

The score is 55/100



SEO Content





	Title	<p>University of Northampton</p> <p>Length : 25</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>The University of Northampton is a higher education establishment based in Northampton, which offers students undergraduate and postgraduate courses and university degrees.</p> <p>Length : 172</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>														
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1346 1481 2004"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>University of Northampton</td> </tr> <tr> <td>type</td> <td>article</td> </tr> <tr> <td>url</td> <td>https://www.northampton.ac.uk/</td> </tr> <tr> <td>image</td> <td>https://www.northampton.ac.uk/wp-content/themes/uon-2020/assets/img/tile/tile.png</td> </tr> <tr> <td>description</td> <td>The University of Northampton is a higher education establishment based in Northampton, which offers students undergraduate and postgraduate courses and university degrees.</td> </tr> <tr> <td>site_name</td> <td>University of Northampton</td> </tr> </tbody> </table>	Property	Content	title	University of Northampton	type	article	url	https://www.northampton.ac.uk/	image	https://www.northampton.ac.uk/wp-content/themes/uon-2020/assets/img/tile/tile.png	description	The University of Northampton is a higher education establishment based in Northampton, which offers students undergraduate and postgraduate courses and university degrees.	site_name	University of Northampton
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description	The University of Northampton is a higher education establishment based in Northampton, which offers students undergraduate and postgraduate courses and university degrees.															
site_name	University of Northampton															
	Headings	<p>H1 H2 H3 H4 H5 H6</p>														

SEO Content





0 10 38 6 4 1

- [H2] What are you looking for?
- [H2] Discovery Days
- [H2] Research support number one at UON
- [H2] Committed to Social Impact
- [H2] Laptops, Trips, and Internships
- [H2] Prospectus
- [H2] Find a course for you
- [H2] Discover Waterside
- [H2] Discover more
- [H2] Hello Different
- [H3] THE CHANGEMAKER UNIVERSITY
- [H3] Ask a student
- [H3] Open days
- [H3] Prospectus
- [H3] Study at Northampton
- [H3] Undergraduate Study
- [H3] International Study
- [H3] Postgraduate Study
- [H3] OUR NEW CAMPUS
- [H3] The best of Northampton
- [H3] LatestNews
- [H3] Student launches wellbeing reading project
- [H3] Walk the dinosaur! Police officer's 'Jurassic jaunt' for a good cause
- [H3] Four new honorands are conferred into the UON family
- [H3] UpcomingEvents
- [H3] PERSONAL SAFETY TALK
- [H3] PERSONAL SAFETY TALK
- [H3] The Living Room Lectures: BA (Hons) Creative Film, TV and Digital Media Production
- [H3] FacebookFeeds
- [H3] Laptops, Trips and Internships
- [H3] Ways to meet us
- [H3] Campus Tours
- [H3] Prospectus
- [H3] Accommodation
- [H3] Employment promise
- [H3] New Students
- [H3] Equality and Inclusion
- [H3] Schools and Colleges
- [H3] Quick Links
- [H3] Getting here
- [H3] Work with us
- [H3] Northampton
- [H3] Facilities
- [H3] Alumni
- [H3] Directories
- [H3] Enterprise
- [H3] Students' Union
- [H3] Modern Slavery
- [H4] U
- [H4] O
- [H4] N
- [H4] Contact us

SEO Content

		<ul style="list-style-type: none"> • [H4] Find us • [H4] Follow us • [H5] Walk the dinosaur! Police officer's 'Jurassic jaunt' for a good cause • [H5] Four new honorands are conferred into the UON family • [H5] PERSONAL SAFETY TALK • [H5] The Living Room Lectures: BA (Hons) Creative Film, TV and Digital Media Production • [H6] Information for current and new students, staff, alumni and businesses.
	Images	<p>We found 10 images on this web page.</p> <p>2 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 : 17%</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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

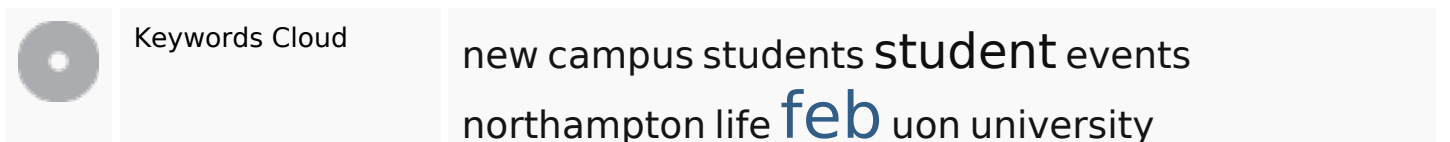
SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 42 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 7.14%</p> <p>Internal Links 92.86%</p>

In-page links

=	Internal	Passing Juice
=	Internal	Passing Juice
Book an Open Day	Internal	Passing Juice
About us	Internal	Passing Juice
Undergraduate	Internal	Passing Juice
Postgraduate	Internal	Passing Juice
International	Internal	Passing Juice
Courses	Internal	Passing Juice
Student Life	Internal	Passing Juice
Research	Internal	Passing Juice
Community	Internal	Passing Juice
Disclaimer	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Privacy	Internal	Passing Juice
Cookies	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
feb	13	✘	✘	✘	✘
student	6	✘	✘	✔	✔
new	5	✘	✘	✘	✔
northampton	5	✔	✘	✔	✔

Keywords Consistency

students

5



Usability

	Url	Domain : northampton.ac.uk Length : 17
	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 : 6 Warnings : 13				
	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	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><u></td><td>1</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	1
Deprecated tags	Occurrences					
<u>	1					
	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

- ✘ Too bad, your website has too many CSS files (more than 4).
- ✘ 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://northampton.ac.uk/sitemap.xml>



Robots.txt

Missing

Your website doesn't have a robots.txt file - this can be problematic.

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.



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.