

# Seo Analyzer osu.edu

Generated on February 08 2022 17:24 PM

The score is 52/100



## SEO Content

	Title	The Ohio State University <b>Length : 25</b> Perfect, your title contains between 10 and 70 characters.																		
	Description	Discover Ohio State, the highest ranked public university in Ohio, is home to the Wexner Medical Center and world-class graduate and undergraduate programs. <b>Length : 156</b> Great, your meta description contains between 70 and 160 characters.																		
	Keywords	OSU, Ohio State, Ohio State University, The Ohio State University, Big 10, Buckeyes, College, University, Scarlet and Gray, Ohio Good, your page contains meta 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>type</td><td>article</td></tr><tr><td>url</td><td>https://www.osu.edu/</td></tr><tr><td>site_name</td><td>The Ohio State University</td></tr><tr><td>image</td><td>https://www.osu.edu/assets/web/logo-web/TheOhioStateUniversity-Stacked.jpg</td></tr><tr><td>image:height</td><td>630</td></tr><tr><td>image:width</td><td>1200</td></tr><tr><td>title</td><td>The Ohio State University</td></tr><tr><td>description</td><td>Discover Ohio State, the highest ranked public university in Ohio, is home to the Wexner Medical Center and world-class graduate and undergraduate programs.</td></tr></tbody></table>	Property	Content	type	article	url	https://www.osu.edu/	site_name	The Ohio State University	image	https://www.osu.edu/assets/web/logo-web/TheOhioStateUniversity-Stacked.jpg	image:height	630	image:width	1200	title	The Ohio State University	description	Discover Ohio State, the highest ranked public university in Ohio, is home to the Wexner Medical Center and world-class graduate and undergraduate programs.
Property	Content																			
type	article																			
url	https://www.osu.edu/																			
site_name	The Ohio State University																			
image	https://www.osu.edu/assets/web/logo-web/TheOhioStateUniversity-Stacked.jpg																			
image:height	630																			
image:width	1200																			
title	The Ohio State University																			
description	Discover Ohio State, the highest ranked public university in Ohio, is home to the Wexner Medical Center and world-class graduate and undergraduate programs.																			

# SEO Content

image:secure\_url https://www.osu.edu/assets/web/logo-web/TheOhioStateUniversity-Stacked.jpg

image:type image/jpeg

## Headings





H1	H2	H3	H4	H5	H6
2	14	0	1	0	0

- [H1] The Ohio State University
- [H1] Media modal
- [H2] Emergency alert message
- [H2] Ohio State nav bar
- [H2] Buckeye Booster
- [H2] Apply to Ohio State
- [H2] Financial aid resources
- [H2] Instagram Page @theohiostateuniversity
- [H2] News
- [H2] Popular
- [H2] Popular for Current Students
- [H2] Around Campus Maps
- [H2] O-H-I-O! Share Your Pride
- [H2] Across the State
- [H2] Download Ohio State apps
- [H2] Tweets will return momentarily.
- [H4] ').text('Thank you for subscribing') .appendTo(\$thanks);  
\$('').text('Look for Ohio State Insights in your inbox this week.')  
.appendTo(\$thanks); \$('').addClass('no-bot') .text('Ready to  
immerse yourself in inspiring, engaging content right now? ')  
.append(\$moreLink) .appendTo(\$thanks);  
\$('#nl\_form').fadeOut('fast', function() {  
\$(this).empty().append(\$thanks).fadeIn('fast'); }); }, error:  
function(xhr) { var messages = ["An error occurred during your  
subscription request."], errors = xhr.responseJSON; if (errors  
instanceof Array) { messages = []; for (var i in errors) {  
messages.push(errors[i].title); } } \$form.find('.input-  
group').addClass('has-error');  
\$form.find('#newsletter\_help').text(messages.join(', '));  
arguments.callee.started = false; } }); e.preventDefault(); });  
}); \$(function() { \$("#buckeye\_alert").buckeyeAlert({  
messageClass: "container" }); }); \$(function() { // Init feature  
carousel, choose a random starting slide var \$featureSlides =  
\$('#featureCarousel .carousel-inner .item') if  
(\$featureSlides.length > 0) { var activeFeatureSlide =  
Math.floor(Math.random() \* \$featureSlides.length);  
\$featureSlides.removeClass('active');  
\$featureSlides.eq(activeFeatureSlide).addClass('active'); }  
\$('#featureCarousel').carousel(); /\* Change text on menu  
button click \*/ /\* Probably introduces bugs \*/  
\$('#menubutton').on('click', function(e) { var t =  
\$(e.currentTarget).attr('aria-expanded'); if(t == 'true') {  
\$('.main-menu-status').text('Menu'); } else { \$('.main-menu-  
status').text('Close Menu'); } });  
\$('img[usemap]').rwdImageMaps(); var accordionSetup =  
function() { if (document.documentElement.clientWidth < 768)  
{ \$('.desktop.accordion .accordion-section-content').hide();





## SEO Content

```
$('.accordion').removeClass('desktop').addClass('mobile');
$('.accordion-section-title').unbind().click(function(e) { // Grab
current anchor value var currentAttrValue = $(this).attr('href');
if($(e.target).is('.active')) { $('.mobile.accordion .accordion-
section-title').removeClass('active'); $('.mobile.accordion
.accordion-section-content').slideUp(300).removeClass('open');
}else { $('.mobile.accordion .accordion-section-
title').removeClass('active'); $('.mobile.accordion .accordion-
section-content').slideUp(300).removeClass('open'); // Add
active class to section title $(this).addClass('active'); // Open up
the hidden content panel $('.mobile.accordion ' +
currentAttrValue).slideDown(300); } e.preventDefault(); }); }
else {
$('.accordion').addClass('desktop').removeClass('mobile');
$('.accordion .accordion-section-content').show(); } }
accordionSetup(); $(window).on("resize",function(){ if (typeof
doit !== 'undefined') { clearTimeout(doit); } var doit =
setTimeout(accordionSetup, 700); }); }); function
showNPMMenu(){ $('ul', this).removeClass('osu-semantic')
.slideDown('fast'); } function hideNPMMenu(){ var fu = $('ul',
this); fu.slideUp('fast',function(){ fu.addClass('osu-semantic')
.slideDown(0); }); }); $(function() { $('a.device-
specific').each(function() { if ((
navigator.userAgent.match(/(iPad|iPhone|iPod)/g) ? true : false )
&& ($(this).data().iosUrl)) { var url = $(this).data().iosUrl;
$(this).attr('href', url) } else if
((navigator.userAgent.match(/(Android)/g) ? true : false ) &&
($(this).data().androidUrl)) { var url = $(this).data().androidUrl;
$(this).attr('href', url); } }); }); {#{assets}} {{/assets}}
{{formatted_title}} {{formatted_description}} {{{content}}}
{{formatted_published_at}} function showNPMMenu(){
//console.log('show'); //$('ul', this).slideDown(200); $('ul',
this).removeClass('osu-semantic') .slideDown('fast'); } function
hideNPMMenu(){ var fu = $('ul', this); //http://css-
tricks.com/places-its-tempting-to-use-display-none-but-dont/
//console.log('hide'); // $('ul', this).slideUp(200);
fu.slideUp('fast',function(){ fu.addClass('osu-semantic')
.slideDown(0); }); //console.log('hide'); }); //var localURL =
window.location.href; var localURL =
document.location.hostname; popService = { //navLi:
$(".navPop li"), run : function(text,head,navItem){
//$(navItem).addClass("active"); head.fadeOut("slow",
function(){ $(this).html("Popular: "+text); $(this).fadeIn("fast");
}); $.ajax({ url: "assetsDB/site/php/popularity/cloud.php", type:
"GET", data: {pop : text}, dataType: "html", success:
function(data,navItem){ $('#link_cloud').fadeOut("slow",
function(){ $(this).replaceWith(data); $(this).fadeIn("slow");
$(this).attr('role', 'alert'); }); } }); }); }; mediaMagnet = { run :
function() { var template = document.getElementById('item-
template').innerHTML; $('#mr-news-feed').hide(); /* removed
&tags=promoted and &per_page=3 from mm query adding
promoted logic in the processing of items */ var promotedItems
= 1; // $.getJSON('https://mediamagnet.osu.edu/api/v1/items.js
on?entity_id=16&channel_id=114&channel_type=rss',
function(data) { $.getJSON('https://mediamagnet.osu.edu/api/v
1/items.json?entity_id=16&channel_id=599&channel_type=rss'
```

## SEO Content

		<pre>, function(data) { console.log(data.items); \$.each(data.items, function(idx, item) { // if( \$.isArray('promoted', item['tags']) &gt; -1 &amp;&amp; promotedItems</pre>
	Images	We found 19 images on this web page.  5 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>11%</b>  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	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	Bad. Your links have query string.
	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 164 links including 2 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 6.71%  Internal Links 93.29%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">The Ohio State University</a>	Internal	Passing Juice
<a href="#">Help</a>	Internal	Passing Juice

## In-page links

<a href="#">BuckeyeLink</a>	Internal	Passing Juice
<a href="#">Map</a>	Internal	Passing Juice
<a href="#">Find People</a>	Internal	Passing Juice
<a href="#">Webmail</a>	Internal	Passing Juice
<a href="#">Search Ohio State</a>	Internal	Passing Juice
<a href="#">The Ohio State University</a>	Internal	Passing Juice
<a href="#">Future Students</a>	Internal	Passing Juice
<a href="#">Future Students</a>	Internal	Passing Juice
<a href="#">Apply</a>	Internal	Passing Juice
<a href="#">Application Status</a>	Internal	Passing Juice
<a href="#">Admissions</a>	Internal	Passing Juice
<a href="#">Majors</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Apply</a>	Internal	Passing Juice
<a href="#">Application Status</a>	Internal	Passing Juice
<a href="#">Admissions</a>	Internal	Passing Juice
<a href="#">Graduate School</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Apply</a>	Internal	Passing Juice
<a href="#">Prerequisites</a>	Internal	Passing Juice
<a href="#">Apply</a>	Internal	Passing Juice
<a href="#">Degrees</a>	Internal	Passing Juice
<a href="#">Certificates</a>	Internal	Passing Juice
<a href="#">Readiness Assessment</a>	Internal	Passing Juice
<a href="#">Course Demo</a>	Internal	Passing Juice
<a href="#">Current Students</a>	Internal	Passing Juice
<a href="#">Academic Calendar</a>	Internal	Passing Juice
<a href="#">Carmen</a>	Internal	Passing Juice

## In-page links

<a href="#">Course Catalog</a>	Internal	Passing Juice
<a href="#">BuckID</a>	Internal	Passing Juice
<a href="#">My.osu.edu</a>	Internal	Passing Juice
<a href="#">Student Health Insurance</a>	Internal	Passing Juice
<a href="#">Student Life</a>	Internal	Passing Juice
<a href="#">On Campus</a>	Internal	Passing Juice
<a href="#">Off Campus</a>	Internal	Passing Juice
<a href="#">Dining Halls &amp; Meal Plans</a>	Internal	Passing Juice
<a href="#">Restaurants</a>	Internal	Passing Juice
<a href="#">RPAC</a>	Internal	Passing Juice
<a href="#">ARC</a>	Internal	Passing Juice
<a href="#">Rec sports</a>	Internal	Passing Juice
<a href="#">OUAB Events</a>	Internal	Passing Juice
<a href="#">Get Involved</a>	Internal	Passing Juice
<a href="#">Student Jobs</a>	Internal	Passing Juice
<a href="#">Veterans</a>	Internal	Passing Juice
<a href="#">Alumni</a>	Internal	Passing Juice
<a href="#">Career Management</a>	Internal	Passing Juice
<a href="#">Transcripts</a>	Internal	Passing Juice
<a href="#">Young Alumni Academy</a>	Internal	Passing Juice
<a href="#">Sustaining Membership</a>	Internal	Passing Juice
<a href="#">Clubs/Societies</a>	Internal	Passing Juice
<a href="#">Volunteer</a>	Internal	Passing Juice
<a href="#">Virtual Opportunities</a>	Internal	Passing Juice
<a href="#">Athletics</a>	External	Passing Juice
<a href="#">O-H-I-O</a>	Internal	Passing Juice
<a href="#">Downloads</a>	Internal	Passing Juice
<a href="#">Faculty/Staff</a>	Internal	Passing Juice

## In-page links

<a href="#">Jobs at Ohio State</a>	Internal	Passing Juice
<a href="#">Payroll</a>	Internal	Passing Juice
<a href="#">Human Resources</a>	Internal	Passing Juice
<a href="#">Benefits</a>	Internal	Passing Juice
<a href="#">Leave Request</a>	Internal	Passing Juice
<a href="#">Faculty Club</a>	External	Passing Juice
<a href="#">OSU Health Plan</a>	External	Passing Juice
<a href="#">Retirement</a>	Internal	Passing Juice
<a href="#">Carmen</a>	Internal	Passing Juice
<a href="#">Classroom Services</a>	Internal	Passing Juice
<a href="#">Michael V. Drake Institute for Teaching and Learning</a>	Internal	Passing Juice
<a href="#">Libraries</a>	Internal	Passing Juice
<a href="#">Priorities</a>	Internal	Passing Juice
<a href="#">Discovery Themes</a>	Internal	Passing Juice
<a href="#">Strategic Planning</a>	Internal	Passing Juice
<a href="#">Internationalization</a>	Internal	Passing Juice
<a href="#">Academics</a>	Internal	Passing Juice
<a href="#">Academic Affairs</a>	Internal	Passing Juice
<a href="#">Ohio State Online</a>	Internal	Passing Juice
<a href="#">Colleges and Schools</a>	Internal	Passing Juice
<a href="#">International</a>	Internal	Passing Juice
<a href="#">Campuses</a>	Internal	Passing Juice
<a href="#">Lima</a>	Internal	Passing Juice
<a href="#">Mansfield</a>	Internal	Passing Juice
<a href="#">Marion</a>	Internal	Passing Juice
<a href="#">Newark</a>	Internal	Passing Juice
<a href="#">Wooster</a>	Internal	Passing Juice
<a href="#">Research</a>	Internal	Passing Juice

## In-page links

<a href="#">Business and Industry</a>	Internal	Passing Juice
<a href="#">Medical Center Research</a>	Internal	Passing Juice
<a href="#">Office of Research</a>	Internal	Passing Juice
<a href="#">Research News</a>	Internal	Passing Juice
<a href="#">Undergraduate Research Office</a>	Internal	Passing Juice
<a href="#">Initiatives</a>	Internal	Passing Juice
<a href="#">Ohio State Environments</a>	Internal	Passing Juice
<a href="#">Corporate Engagement</a>	Internal	Passing Juice
<a href="#">Diversity</a>	Internal	Passing Juice
<a href="#">Food</a>	Internal	Passing Juice
<a href="#">Health and Wellness</a>	Internal	Passing Juice
<a href="#">Outreach</a>	Internal	Passing Juice
<a href="#">Sustainability</a>	Internal	Passing Juice
<a href="#">Athletics</a>	Internal	Passing Juice
<a href="#">Athletics site (ohiostatebuckeyes.com)</a>	External	Passing Juice
<a href="#">Rec Facilities</a>	Internal	Passing Juice
<a href="#">Sports Schedules</a>	External	Passing Juice
<a href="#">Downloads</a>	Internal	Passing Juice
<a href="#">Tickets</a>	External	Passing Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Enter now</a>	Internal	Passing Juice
<a href="#">Apply here</a>	Internal	Passing Juice
<a href="#">See your options</a>	Internal	Passing Juice
<a href="#">Michael V. Drake announces presidential transition</a>	Internal	Passing Juice
<a href="#">Find Locations/Hours</a>	Internal	Passing Juice
<a href="#">Arts and Culture</a>	Internal	Passing Juice
<a href="#">Schottenstein Center</a>	External	Passing Juice
<a href="#">Urban Arts Space</a>	Internal	Passing Juice




## In-page links

<a href="#">Wexner Center for the Arts</a>	External	Passing Juice
<a href="#">Wexner Medical Center</a>	Internal	Passing Juice
<a href="#">OSUCCC - James</a>	Internal	Passing Juice
<a href="#">Dental Clinics</a>	Internal	Passing Juice
<a href="#">Optometry Services</a>	Internal	Passing Juice
<a href="#">Veterinary Medical Center</a>	Internal	Passing Juice
<a href="#">Buckeye Wellness</a>	Internal	Passing Juice
<a href="#">Upload your pics</a>	Internal	Passing Juice
<a href="#">36-year roommates reunion</a>	Internal	Passing Juice
<a href="#">Campuses</a>	Internal	Passing Juice
<a href="#">Extension offices</a>	Internal	Passing Juice
<a href="#">More apps</a>	Internal	Passing Juice
<a href="#">Locate</a>	Internal	Passing Juice
<a href="#">A&amp;ndash;Z web site list</a>	Internal	Passing Juice
<a href="#">Departments directory</a>	Internal	Passing Juice
<a href="#">Virtual experience</a>	Internal	Passing Juice
<a href="#">Information</a>	Internal	Passing Juice
<a href="#">Campus information</a>	Internal	Passing Juice
<a href="#">Employment</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Newsroom</a>	Internal	Passing Juice
<a href="#">Policies</a>	Internal	Passing Juice
<a href="#">Safety</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Centers</a>	Internal	Passing Juice
<a href="#">Academic</a>	Internal	Passing Juice
<a href="#">Arts and cultural</a>	Internal	Passing Juice
<a href="#">Medical</a>	Internal	Passing Juice

## In-page links

<a href="#">Administration</a>	Internal	Passing Juice
<a href="#">Governance</a>	Internal	Passing Juice
<a href="#">Initiatives</a>	Internal	Passing Juice
<a href="#">Offices</a>	Internal	Passing Juice
<a href="#">University leadership</a>	Internal	Passing Juice
<a href="#">Facts</a>	Internal	Passing Juice
<a href="#">Discover Ohio State</a>	Internal	Passing Juice
<a href="#">High Points</a>	Internal	Passing Juice
<a href="#">Interact</a>	Internal	Passing Juice
<a href="#">Blogs and RSS</a>	Internal	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">iTunesU</a>	Internal	Passing Juice
<a href="#">Twitter</a>	External	Passing Juice
<a href="#">YouTube</a>	External	Passing Juice
<a href="#">The Office of Marketing and Communications</a>	Internal	Passing Juice
<a href="#">Request</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Web Services Status</a>	Internal	Passing Juice
<a href="#">Privacy statement</a>	Internal	Passing Juice
<a href="#">Nondiscrimination notice</a>	Internal	Passing Juice
<a href="#">{{formatted_title}}</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	student admissions center services ohio students alumni research state current
--	----------------	--





## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ohio	11	✓	✓	✓	✓
state	10	✓	✓	✓	✓
students	9	✗	✗	✗	✓
research	6	✗	✗	✗	✗
student	5	✗	✗	✗	✓








## Usability

	Url	Domain : osu.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.
	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 : 13 Warnings : 1
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.





## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	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> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
--	---------------------	---

## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://osu.edu/sitemap.xml">http://osu.edu/sitemap.xml</a>
	Robots.txt	<a href="http://osu.edu/robots.txt">http://osu.edu/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics