








# Seo Analyzer ou.edu

Generated on February 17 2022 19:59 PM





The score is 50/100







## SEO Content

	Title	<p>The University of Oklahoma</p> <p><b>Length : 26</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</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><tr><th>Property</th><th>Content</th></tr><tr><td>type</td><td>website</td></tr><tr><td>locale</td><td>en_US</td></tr><tr><td>url</td><td>http://www.ou.edu/web.html</td></tr><tr><td>title</td><td>The University of Oklahoma</td></tr><tr><td>image</td><td>https://www.ou.edu/content/dam/website-wordmarks/ou-logo.png</td></tr></table>	Property	Content	type	website	locale	en_US	url	http://www.ou.edu/web.html	title	The University of Oklahoma	image	https://www.ou.edu/content/dam/website-wordmarks/ou-logo.png
Property	Content													
type	website													
locale	en_US													
url	http://www.ou.edu/web.html													
title	The University of Oklahoma													
image	https://www.ou.edu/content/dam/website-wordmarks/ou-logo.png													
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>1</td><td>1</td><td>3</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] The University of Oklahoma</li><li>• [H2] News</li><li>• [H3] Recent Articles</li><li>• [H4] OU Norman Weather Alert: Online Classes/Remote Work Feb. 4</li><li>• [H4] Visit Campus</li><li>• [H4] Stay updated with the latest information about the</li></ul>	H1	H2	H3	H4	H5	H6	1	1	1	3	0	0
H1	H2	H3	H4	H5	H6									
1	1	1	3	0	0									

## SEO Content

		university's response to COVID-19.
	Images	We found 9 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : <b>22%</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 54 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 20.37%  Internal Links 79.63%

## In-page links

Anchor	Type	Juice
<a href="#">Skip Navigation</a>	Internal	Passing Juice
=	External	Passing Juice
<a href="#">ABOUT OU</a>	Internal	Passing Juice
<a href="#">ACADEMICS</a>	Internal	Passing Juice

## In-page links

<a href="#">ADMISSIONS &amp; AID</a>	Internal	Passing Juice
<a href="#">CAMPUS LIFE</a>	Internal	Passing Juice
<a href="#">SUPPORT OU</a>	Internal	Passing Juice
<a href="#">VISIT</a>	Internal	Passing Juice
<a href="#">APPLY NOW</a>	Internal	Passing Juice
<a href="#">ALUMNI</a>	Internal	Passing Juice
<a href="#">PARENTS</a>	Internal	Passing Juice
<a href="#">OU STUDENTS</a>	Internal	Passing Juice
<a href="#">FACULTY &amp; STAFF</a>	Internal	Passing Juice
<a href="#">ATHLETICS</a>	External	Passing Juice
<a href="#">NEWS &amp; EVENTS</a>	Internal	Passing Juice
<a href="#">CALENDAR</a>	Internal	Passing Juice
<a href="#">RESEARCH</a>	Internal	Passing Juice
<a href="#">CAMPUS SAFETY</a>	Internal	Passing Juice
<a href="#">OUTREACH</a>	Internal	Passing Juice
<a href="#">CONTACT OU</a>	Internal	Passing Juice
<a href="#">Skip Carousel Content</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">&amp;lsquo;</a>	Internal	Passing Juice
<a href="#">Stay updated with the latest information about the university's response to COVID-19.</a>	Internal	Passing Juice
<a href="#">Board of Regents</a>	Internal	Passing Juice
<a href="#">Office of the President</a>	Internal	Passing Juice
<a href="#">Norman</a>	Internal	Passing Juice
<a href="#">Tulsa</a>	Internal	Passing Juice
<a href="#">HSC</a>	External	Passing Juice
<a href="#">OU Named Top 50 Employer in America</a>	Internal	Passing Juice
<a href="#">OU Lands in Top 7.9% for Research</a>	Internal	Passing Juice
<a href="#">Read&amp;nbsp;more</a>	Internal	Passing Juice

## In-page links

<a href="#">Dr. Dale Bratzler Named Interim Dean of OU's Hudson College of Public Health</a>	Internal	Passing Juice
<a href="#">Best-selling Author and New York Times Columnist David Brooks to Deliver OU Commencement Address</a>	Internal	Passing Juice
<a href="#">New Financial Programs and Partnerships to Benefit OU Transfer Students</a>	Internal	Passing Juice
<a href="#">Nearly 9,000 Students Named to OU's Fall 2021 Honor Roll</a>	Internal	Passing Juice
<a href="#">Twitter</a>	Internal	Passing Juice
<a href="#">Facebook</a>	Internal	Passing Juice
<a href="#">Tweets by @UofOklahoma</a>	External	Passing Juice
<a href="#">=</a>	External	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Sustainability</a>	Internal	Passing Juice
<a href="#">HIPAA</a>	External	Passing Juice
<a href="#">OU Job Search</a>	Internal	Passing Juice
<a href="#">Policies</a>	Internal	Passing Juice
<a href="#">Legal Notices</a>	Internal	Passing Juice
<a href="#">Copyright</a>	Internal	Passing Juice
<a href="#">Resources &amp; Offices</a>	Internal	Passing Juice
<a href="#">OU Report It!</a>	External	Passing Juice
<a href="#">facebook</a>	External	Passing Juice
<a href="#">twitter</a>	External	Passing Juice
<a href="#">instagram</a>	External	Passing Juice
<a href="#">youtube</a>	External	Passing Juice
<a href="#">OU Social Media Directory</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

university top report research norman  
campus students news online






## SEO Keywords

oklahoma



### Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
campus	9	✗	✗	✗	✓
oklahoma	7	✓	✗	✗	✓
university	6	✓	✗	✗	✓
news	6	✗	✗	✗	✓
top	5	✗	✗	✗	✗










### Usability

	Url	Domain : ou.edu Length : 6
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 17 Warnings : 14



## Document

		
	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.
	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	<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>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>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.</p>

## Optimization



### Analytics

Great, your website has an analytics tool.



Google Analytics