








# Seo Analyzer [purdue.edu](https://purdue.edu)

Generated on February 04 2022 14:34 PM





The score is **57/100**







## SEO Content

	<p>Title</p>	<p>Purdue University - Indiana's Land Grant University</p> <p><b>Length : 51</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Purdue University is a world-renowned, public research university that advances discoveries in science, technology, engineering and math. With its flagship campus in West Lafayette, Indiana, Purdue is a land-grant university with a system that has statewide campuses and online, adult-learning and polytechnic programs.</p> <p><b>Length : 319</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Keywords</p>	<p>Purdue University, Boilermakers, Boilers, West Lafayette, Indiana, United States, college, university, higher education, academics, technology, engineering, agriculture, health sciences, liberal arts, libraries, research, athletics, Ross-Ade Stadium, Mackey Arena, employment, professors, astronauts, world food prize, nobel prize, real-world, innovation</p> <p>Good, your page contains meta 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 <a href="#">this free og properties generator</a> to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1711 1481 1783"> <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>2</td> <td>7</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1816 1485 2078" style="list-style-type: none"> <li>• [H1] Purdue University</li> <li>• [H2] What's Trending</li> <li>• [H2] News/Events</li> <li>• [H3] Snow Emergency: in-person class meetings for Friday (Feb. 4) canceled due to heavy snow; nonessential employees should not report for campus shifts</li> <li>• [H3] First-of-its-kind estimate of the total number of tree species</li> </ul>	H1	H2	H3	H4	H5	H6	1	2	7	0	0	0
H1	H2	H3	H4	H5	H6									
1	2	7	0	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Perseverance's first year on Mars: Purdue professor, mission team member looks at what is ahead</li><li>• [H3] Communication</li><li>• [H3] Campus</li><li>• [H3] Information</li><li>• [H3] People</li></ul>
	Images	We found 4 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : <b>30%</b> Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
	Flash	Terrible, you have Flash content, this mean that for search engines hard to understand your content.
	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 60 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 13.33% Internal Links 86.67%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Academics</a>	Internal	Passing Juice

## In-page links

<a href="#">Admissions</a>	Internal	Passing Juice
<a href="#">Current Students</a>	Internal	Passing Juice
<a href="#">Athletics</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Prospective Students</a>	Internal	Passing Juice
<a href="#">Research and Partnerships</a>	Internal	Passing Juice
<a href="#">Entrepreneurship and Commercialization</a>	Internal	Passing Juice
<a href="#">Apply</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">President</a>	Internal	Passing Juice
<a href="#">Shop</a>	External	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Give</a>	Internal	Passing Juice
<a href="#">Emergency</a>	Internal	Passing Juice
<a href="#">Inclusion</a>	Internal	Passing Juice
<a href="#">Arts and Ideas</a>	Internal	Passing Juice
<a href="#">Alumni</a>	Internal	Passing Juice
<a href="#">Purdue Northwest</a>	External	Passing Juice
<a href="#">Purdue Fort Wayne</a>	External	Passing Juice
<a href="#">Purdue Global</a>	External	Passing Juice
<a href="#">Purdue Online</a>	Internal	Passing Juice
<a href="#">Visit "The Persistent Pursuit," your new destination for Boilermaker stories.</a>	Internal	Passing Juice
<a href="#">Follow</a>	External	Passing Juice
<a href="#">Read More</a>	Internal	Passing Juice
<a href="#">Read More</a>	Internal	Passing Juice
<a href="#">Read More</a>	Internal	Passing Juice
<a href="#">OneCampus Portal</a>	Internal	Passing Juice

## In-page links

<a href="#">Brightspace</a>	External	Passing Juice
<a href="#">BoilerConnect</a>	Internal	Passing Juice
<a href="#">Office 365</a>	External	Passing Juice
<a href="#">Outlook</a>	External	Passing Juice
<a href="#">myPurdue</a>	Internal	Passing Juice
<a href="#">Faculty and Staff</a>	Internal	Passing Juice
<a href="#">Human Resources</a>	Internal	Passing Juice
<a href="#">Colleges and Schools</a>	Internal	Passing Juice
<a href="#">Directory</a>	Internal	Passing Juice
<a href="#">Campus Map</a>	Internal	Passing Juice
<a href="#">Purdue Today</a>	Internal	Passing Juice
<a href="#">Calendar</a>	Internal	Passing Juice
<a href="#">Libraries</a>	Internal	Passing Juice
<a href="#">Construction</a>	Internal	Passing Juice
<a href="#">Tuition Calculator</a>	Internal	Passing Juice
<a href="#">Center for Healthy Living</a>	Internal	Passing Juice
<a href="#">Speak Up</a>	Internal	Passing Juice
<a href="#">Diversity and Inclusion</a>	Internal	Passing Juice
<a href="#">Ethics and Compliance</a>	Internal	Passing Juice
<a href="#">Information Technology</a>	Internal	Passing Juice
<a href="#">Annual Security Report</a>	Internal	Passing Juice
<a href="#">Timely Warnings</a>	Internal	Passing Juice
<a href="#">&amp;copy; 2022 Purdue University</a>	Internal	Passing Juice
<a href="#">An equal access/equal opportunity university</a>	Internal	Passing Juice
<a href="#">Integrity Statement</a>	Internal	Passing Juice
<a href="#">Copyright Complaints</a>	Internal	Passing Juice
<a href="#">Brand Toolkit</a>	Internal	Passing Juice
<a href="#">Maintained by Purdue Marketing and Communications</a>	Internal	Passing Juice

## In-page links

[Accessibility Resources](#)

Internal

Passing Juice

[Contact Us](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

together university due take read campus inclusion  
ogethe more **purdue**












## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
purdue	17	✓	✓	✓	✓
university	8	✓	✓	✓	✓
more	5	✗	✗	✗	✗
campus	4	✗	✗	✓	✓
read	3	✗	✗	✗	✗





## Usability

	Url	Domain : purdue.edu Length : 10
	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 : 29 Warnings : 8
	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	<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>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <pre>http://purdue.edu/sitemap.xml</pre> <pre>http://www.purdue.edu/sitemap.xml</pre>
	Robots.txt	<pre>http://purdue.edu/robots.txt</pre> Great, your website has a robots.txt file.

## Optimization



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.