



Seo Analyzer rit.edu

Generated on March 09 2022 15:10 PM





The score is 57/100







SEO Content

	Title	<p>Rochester Institute of Technology RIT</p> <p>Length : 39</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Founded in 1829, Rochester Institute of Technology is a privately endowed, coeducational university with nine colleges emphasizing career education and experiential learning. The campus occupies 1,300 acres in suburban Rochester, the third-largest city in New York state. RIT also has international locations in Eastern Europe, Dubai, and China.</p> <p>Length : 345</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="539 1444 1481 1758"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>image:width</td> <td>1200</td> </tr> <tr> <td>image:height</td> <td>630</td> </tr> <tr> <td>postal_code</td> <td>14623</td> </tr> </tbody> </table>	Property	Content	image:width	1200	image:height	630	postal_code	14623				
Property	Content													
image:width	1200													
image:height	630													
postal_code	14623													
	Headings	<table border="1" data-bbox="539 1787 1481 1859"> <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>7</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1892 1165 2056" style="list-style-type: none"> • [H1] Rochester Institute of Technology • [H2] Mobile main navigation • [H2] Rochester Institute of Technology • [H2] Areas of Study • [H2] Faces of RIT 	H1	H2	H3	H4	H5	H6	1	7	0	0	1	0
H1	H2	H3	H4	H5	H6									
1	7	0	0	1	0									

SEO Content

		<ul style="list-style-type: none">• [H2] Message from the President• [H2] Events• [H2] Stay Connected• [H5] %title%
	Images	We found 97 images on this web page. 1 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 : 19% 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 106 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.72% Internal Links 95.28%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Inquire	Internal	Passing Juice

In-page links

Visit	Internal	Passing Juice
Apply	Internal	Passing Juice
Give	Internal	Passing Juice
Overview of RIT	Internal	Passing Juice
Uniquely RIT	Internal	Passing Juice
History of RIT	Internal	Passing Juice
University Leadership	Internal	Passing Juice
About Rochester, NY	Internal	Passing Juice
Careers at RIT	Internal	Passing Juice
Contact	Internal	Passing Juice
Our Global Campuses	Internal	Passing Juice
Rankings and Recognitions	Internal	Passing Juice
Overview of Academics	Internal	Passing Juice
Undergraduate Degrees	Internal	Passing Juice
Graduate and Doctoral Degrees	Internal	Passing Juice
Combined Accelerated Bachelor's/Master's	Internal	Passing Juice
Online Degree Programs	Internal	Passing Juice
Colleges	Internal	Passing Juice
New Economy Majors	Internal	Passing Juice
Immersions and Minors	Internal	Passing Juice
Individualized Study	Internal	Passing Juice
Undeclared Options	Internal	Passing Juice
Overview of Experiential Learning	Internal	Passing Juice
Co-op and Internships	Internal	Passing Juice
Entrepreneurship	Internal	Passing Juice
Community Engagement	Internal	Passing Juice
Global Engagement	Internal	Passing Juice
Student Research	Internal	Passing Juice

In-page links

Admissions and Aid Overview	Internal	Passing Juice
First-Year Admission	Internal	Passing Juice
Transfer Admission	Internal	Passing Juice
Graduate Admission	Internal	Passing Juice
International Students	Internal	Passing Juice
Deaf and Hard-of-Hearing Students	Internal	Passing Juice
US Military / Veterans	Internal	Passing Juice
Online and Professional Education Admissions	Internal	Passing Juice
Financial Aid and Scholarships	Internal	Passing Juice
Tuition and Fees	Internal	Passing Juice
Visit RIT	Internal	Passing Juice
Research Overview	Internal	Passing Juice
Signature Research Areas	Internal	Passing Juice
Key Research Centers and Institutes	Internal	Passing Juice
Research Awards and Recognition	Internal	Passing Juice
Resources for Researchers	Internal	Passing Juice
Libraries	Internal	Passing Juice
Vice President for Research	Internal	Passing Juice
Research Magazine	Internal	Passing Juice
Corporate Research Partnerships	Internal	Passing Juice
Overview of RIT Life	Internal	Passing Juice
Student Clubs and Organizations	Internal	Passing Juice
Diversity and Inclusion	Internal	Passing Juice
International Students	Internal	Passing Juice
Housing and Dining	Internal	Passing Juice
Student Wellness	Internal	Passing Juice
Academic Support	Internal	Passing Juice
Performing Arts	Internal	Passing Juice

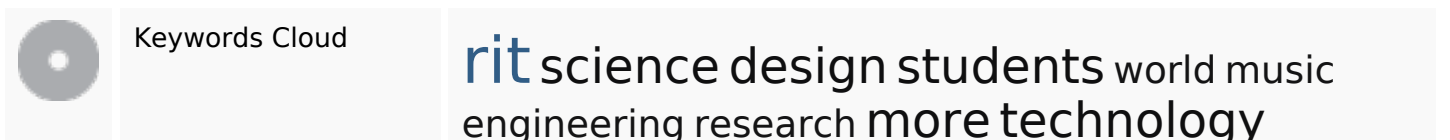
In-page links

Events	Internal	Passing Juice
Athletics	Internal	Passing Juice
myRIT	Internal	Passing Juice
News	Internal	Passing Juice
Directory	Internal	Passing Juice
Future Students	Internal	Passing Juice
Current Students	Internal	Passing Juice
Parents	Internal	Passing Juice
Faculty and Staff	Internal	Passing Juice
Alumni	Internal	Passing Juice
Partners	Internal	Passing Juice
Rochester Institute of Technology	Internal	Passing Juice
=	Internal	Passing Juice
Continuing Safe and Strong	Internal	Passing Juice
On to Something Amazing	Internal	Passing Juice
Advancing the Exceptional	Internal	Passing Juice
Areas of Study	Internal	Passing Juice
Faces of RIT	Internal	Passing Juice
Events	Internal	Passing Juice
Connect	Internal	Passing Juice
Browse sessions and register	Internal	Passing Juice
info session	Internal	Passing Juice
campus tour	Internal	Passing Juice
More ways to experience RIT	Internal	Passing Juice
www.rit.edu/president	Internal	Passing Juice
President's Report 2022	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice

In-page links

=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
Sign up for RIT news	Internal	Passing Juice
Website feedback	Internal	Passing Juice
About	Internal	Passing Juice
Academics	Internal	Passing Juice
Experiential Learning	Internal	Passing Juice
Research	Internal	Passing Juice
RIT Life	Internal	Passing Juice
Athletics	Internal	Passing Juice
Land&nbsp;Acknowledgment	Internal	Passing Juice
Disclaimer	Internal	Passing Juice
Copyright Infringement	Internal	Passing Juice
Privacy Statement	Internal	Passing Juice
Nondiscrimination	Internal	Passing Juice
Emergency Information	Internal	Passing Juice
Cookie&nbsp;Statement	Internal	Passing Juice
How&nbsp;to Disable&nbsp;Cookies	Internal	Passing Juice
%title%	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
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Keywords Consistency

rit	29				
students	17				
design	15				
science	14				
more	14				


Usability

	Url	Domain : rit.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 : 120 Warnings : 190
	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.




Document

	Speed Tips	<ul style="list-style-type: none">✓ Excellent, your website doesn't use nested tables.✗ Too bad, your website is using inline styles.✓ Great, your website has few CSS files.✗ Too bad, your website has too many JS files (more than 6).✓ Perfect, your website takes advantage of gzip.
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Mobile

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

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p>http://rit.edu/sitemap.xml</p>
	Robots.txt	<p>http://rit.edu/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>