







# Seo Analyzer smu.ca

Generated on March 31 2022 04:28 AM






The score is 53/100




## SEO Content

	Title	<p>Saint Mary's University in Halifax, Nova Scotia, Canada</p> <p><b>Length : 55</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	Description	<p>Saint Mary's offers a range of undergraduate, graduate and professional development programs and conducts research with local, regional and global impact.</p> <p><b>Length : 154</b></p> <p>Great, your meta description contains between 70 and 160 characters.</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 border="1" data-bbox="539 1312 1481 2060"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Saint Mary's University</td> </tr> <tr> <td>description</td> <td>Saint Mary's University in Halifax, Nova Scotia, offers a range of undergraduate, graduate and professional development programs and conducts research with local, regional and global impact..</td> </tr> <tr> <td>type</td> <td>school</td> </tr> <tr> <td>url</td> <td>https://www.smu.ca/</td> </tr> <tr> <td>image</td> <td>https://www.smu.ca/images/brandassets/og-image.png</td> </tr> <tr> <td>image:alt</td> <td>Saint Mary's University logo superimposed over the Quad area of campus</td> </tr> <tr> <td>site_name</td> <td>Saint Mary's University</td> </tr> </tbody> </table>	Property	Content	title	Saint Mary's University	description	Saint Mary's University in Halifax, Nova Scotia, offers a range of undergraduate, graduate and professional development programs and conducts research with local, regional and global impact..	type	school	url	https://www.smu.ca/	image	https://www.smu.ca/images/brandassets/og-image.png	image:alt	Saint Mary's University logo superimposed over the Quad area of campus	site_name	Saint Mary's University
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## SEO Content

	Headings	H1 1	H2 7	H3 13	H4 0	H5 0	H6 0
		<ul style="list-style-type: none"><li>• [H1] Saint Mary's University</li><li>• [H2] Spring and Summer course registration now open for new and current students</li><li>• [H2] Spring and Summer course registration now open for new and current students</li><li>• [H2] Challenge Yields Confidence for Saint Mary's Alumna</li><li>• [H2] Challenge Yields Confidence for Saint Mary's Alumna</li><li>• [H2] News &amp; Events</li><li>• [H2] Events</li><li>• [H2] Get to know Halifax, Nova Scotia</li><li>• [H3] Mi'kmaw Place Names Digital Atlas expands and gets new look</li><li>• [H3] The Power of Poetry in Women and Gender Studies Research</li><li>• [H3] March Madness Pitch Competition</li><li>• [H3] University Remembers Former President, Kenneth Ozmon OC</li><li>• [H3] Honouring the Landscape of Grand Pré: Students reflect on research connections</li><li>• [H3] Virtual Campus Tour</li><li>• [H3] Pjila'si</li><li>• [H3] Kathy Mullane Fund for Varsity Women's Sport</li><li>• [H3] Maroon and White Magazine</li><li>• [H3] Athletics and Recreation</li><li>• [H3] Saint Mary's Bookstore</li><li>• [H3] Important dates</li><li>• [H3] Fred Smithers Centre of Support for Students with Disabilities</li></ul>					
	Images	We found 16 images on this web page. Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : <b>10%</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	Great, there are no Iframes detected on this page.					

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
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## SEO Links

	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 79 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.8% Internal Links 96.2%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Future Students</a>	Internal	Passing Juice
<a href="#">Explore Our Programs</a>	Internal	Passing Juice
<a href="#">Undergraduate Studies</a>	Internal	Passing Juice
<a href="#">Graduate Studies</a>	Internal	Passing Juice
<a href="#">Admissions Requirements</a>	Internal	Passing Juice
<a href="#">Apply Online</a>	Internal	Passing Juice
<a href="#">International Admissions</a>	Internal	Passing Juice
<a href="#">Learn English</a>	Internal	Passing Juice
<a href="#">Why Choose Saint Mary's</a>	Internal	Passing Juice
<a href="#">Student Health Centre</a>	Internal	Passing Juice
<a href="#">Residences &amp; Housing</a>	Internal	Passing Juice
<a href="#">Meal Plans &amp; Food Options</a>	Internal	Passing Juice
<a href="#">Parking</a>	Internal	Passing Juice
<a href="#">Career &amp; Experiential Learning</a>	Internal	Passing Juice
<a href="#">Athletics &amp; Recreation (Homburg Centre)</a>	Internal	Passing Juice
<a href="#">International Student Services</a>	Internal	Passing Juice
<a href="#">Bookstore</a>	Internal	Passing Juice

## In-page links

<a href="#">Campus Security</a>	Internal	Passing Juice
<a href="#">Sobey School of Business</a>	Internal	Passing Juice
<a href="#">Faculty of Arts</a>	Internal	Passing Juice
<a href="#">Faculty of Science</a>	Internal	Passing Juice
<a href="#">Faculty of Education</a>	External	Passing Juice
<a href="#">Register for Courses</a>	Internal	Passing Juice
<a href="#">Scholarship Info</a>	Internal	Passing Juice
<a href="#">Important Registration Dates</a>	Internal	Passing Juice
<a href="#">Academic Calendar</a>	External	Passing Juice
<a href="#">Library</a>	Internal	Passing Juice
<a href="#">Studio for Teaching &amp; Learning</a>	Internal	Passing Juice
<a href="#">Bookstore</a>	Internal	Passing Juice
<a href="#">About Research at SMU</a>	Internal	Passing Juice
<a href="#">Research Ethics Board</a>	Internal	Passing Juice
<a href="#">Centres &amp; Institutes</a>	Internal	Passing Juice
<a href="#">Student Research Opportunities</a>	Internal	Passing Juice
<a href="#">Alumni</a>	Internal	Passing Juice
<a href="#">Alumni Events</a>	Internal	Passing Juice
<a href="#">SMU Café</a>	Internal	Passing Juice
<a href="#">Update Your Contact Info</a>	Internal	Passing Juice
<a href="#">Giving</a>	Internal	Passing Juice
<a href="#">Make a Donation</a>	Internal	Passing Juice
<a href="#">Impact of Giving</a>	Internal	Passing Juice
<a href="#">Campus Check-In/Out</a>	Internal	Passing Juice
<a href="#">SMUport</a>	Internal	Passing Juice
<a href="#">Self-Service Banner</a>	Internal	Passing Juice
<a href="#">Brightspace</a>	External	Passing Juice
<a href="#">People Finder</a>	Internal	Passing Juice

## In-page links

<a href="#">Technology Support</a>	Internal	Passing Juice
<a href="#">Learn more about Dr. Cameron</a>	Internal	Passing Juice
<a href="#">Future Students</a>	Internal	Passing Juice
<a href="#">Browse our Programs</a>	Internal	Passing Juice
<a href="#">Undergraduate Students</a>	Internal	Passing Juice
<a href="#">Graduate Students</a>	Internal	Passing Juice
<a href="#">Admission Requirements</a>	Internal	Passing Juice
<a href="#">Apply Online</a>	Internal	Passing Juice
<a href="#">Residence Life</a>	Internal	Passing Juice
<a href="#">Academics</a>	Internal	Passing Juice
<a href="#">Library</a>	Internal	Passing Juice
<a href="#">Sobey School of Business</a>	Internal	Passing Juice
<a href="#">Faculty of Arts</a>	Internal	Passing Juice
<a href="#">Faculty of Science</a>	Internal	Passing Juice
<a href="#">Student Life</a>	Internal	Passing Juice
<a href="#">Student Health Centre</a>	Internal	Passing Juice
<a href="#">Residences &amp; Housing</a>	Internal	Passing Juice
<a href="#">Meal Plans &amp; Food Options</a>	Internal	Passing Juice
<a href="#">Parking</a>	Internal	Passing Juice
<a href="#">Athletics &amp; Recreation</a>	Internal	Passing Juice
<a href="#">Campus Security</a>	Internal	Passing Juice
<a href="#">Research</a>	Internal	Passing Juice
<a href="#">About Research at SMU</a>	Internal	Passing Juice
<a href="#">Research Ethics Board</a>	Internal	Passing Juice
<a href="#">Centres &amp; Institutes</a>	Internal	Passing Juice
<a href="#">Student Research Opportunities</a>	Internal	Passing Juice
<a href="#">About Saint Mary's</a>	Internal	Passing Juice
<a href="#">Find Faculty and Staff</a>	Internal	Passing Juice

## In-page links

<a href="#">Vision and Mission</a>	Internal	Passing Juice
<a href="#">Quick Facts</a>	Internal	Passing Juice
<a href="#">Work at Saint Mary's</a>	Internal	Passing Juice
<a href="#">Conference Services</a>	Internal	Passing Juice
<a href="#">Storm Closure Information</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

saint students marys view campus  
faculty all research student events


## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
all	12	✘	✘	✘	✔
view	11	✘	✘	✘	✘
saint	10	✔	✘	✔	✔
marys	10	✘	✘	✘	✘
research	8	✘	✘	✔	✔

## Usability


	Url	Domain : smu.ca Length : 6
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.


## Usability


	Dublin Core	This page does not take advantage of Dublin Core.
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## Document







	Doctype	HTML 5
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	Encoding	Perfect. Your declared charset is UTF-8.
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	W3C Validity	Errors : 25 Warnings : 45
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	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.
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	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td>&lt;u&gt;</td><td>2</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>	2
Deprecated tags	Occurrences					
<u>	2					

	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>
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## 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	<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><a href="http://smu.ca/robots.txt">http://smu.ca/robots.txt</a></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>