








# Seo Analyzer southampton.ac.uk

Generated on March 05 2022 00:38 AM





The score is 58/100







## SEO Content

	<p>Title</p>	<p>Global top 100 university   University of Southampton</p> <p><b>Length : 53</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Study at the University of Southampton, ranked among the top 100 of universities globally. A research-led founding member of the prestigious Russell Group.</p> <p><b>Length : 155</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<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>												
	<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="542 1444 1476 1512"> <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>3</td> <td>8</td> <td>3</td> <td>0</td> <td>1</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1545 1500 2072" style="list-style-type: none"> <li>• [H1] The University of Southampton</li> <li>• [H1] UNDERGRADUATE OPEN DAYS</li> <li>• [H1] We are a research-intensive university and a founding member of the Russell Group.</li> <li>• [H2] Preregistration available now</li> <li>• [H2] Our successes are acknowledged in international and UK league table rankings and education awards. Our degrees and courses enable you to develop critical thinking and independent learning skills that are essential for future leaders and decision makers. Our lecturers are leaders in their fields and offer you the chance to learn about world-changing research as it happens.</li> <li>• [H2] Top 15 UK university; Top 100 in the world</li> <li>• [H2] Our latest in research and enterprise</li> <li>• [H2]</li> <li>• [H2]</li> </ul>	H1	H2	H3	H4	H5	H6	3	8	3	0	1	0
H1	H2	H3	H4	H5	H6									
3	8	3	0	1	0									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H2]</li> <li>• [H2] Explore our accommodation</li> <li>• [H3] Popular on southampton.ac.uk</li> <li>• [H3]</li> <li>• [H3]</li> <li>• [H5] Download University of Southampton prospectus</li> </ul>
	Images	<p>We found 0 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : <b>0%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 86 links including 69 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2.33%</p> <p>Internal Links 97.67%</p>

## In-page links

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

## In-page links

<a href="#">Courses</a>	Internal	Passing Juice
<a href="#">Undergraduate</a>	Internal	Passing Juice
<a href="#">Postgraduate taught</a>	Internal	Passing Juice
<a href="#">Postgraduate research</a>	Internal	Passing Juice
<a href="#">Foundation Years</a>	Internal	Passing Juice
<a href="#">Pre-sessional English language courses</a>	Internal	Passing Juice
<a href="#">Exchanges</a>	Internal	Passing Juice
<a href="#">Customise your degree</a>	Internal	Passing Juice
<a href="#">Tuition fees</a>	Internal	Passing Juice
<a href="#">Funding your studies</a>	Internal	Passing Juice
<a href="#">How to apply</a>	Internal	Passing Juice
<a href="#">Clearing</a>	Internal	noFollow
<a href="#">Free online learning</a>	Internal	Passing Juice
<a href="#">Continuing professional development</a>	Internal	Passing Juice
<a href="#">Student life</a>	Internal	Passing Juice
<a href="#">Accommodation</a>	Internal	noFollow
<a href="#">Our campuses</a>	Internal	noFollow
<a href="#">Our cities</a>	Internal	noFollow
<a href="#">Student community</a>	Internal	noFollow
<a href="#">Sports and gyms</a>	Internal	noFollow
<a href="#">Support and money</a>	Internal	noFollow
<a href="#">Research</a>	Internal	Passing Juice
<a href="#">Our impact</a>	Internal	Passing Juice
<a href="#">Facilities</a>	Internal	Passing Juice
<a href="#">Centres and institutes</a>	Internal	Passing Juice
<a href="#">REF</a>	Internal	Passing Juice
<a href="#">Funding</a>	Internal	Passing Juice
<a href="#">Research &amp; Innovation Services</a>	Internal	Passing Juice

## In-page links

<a href="#">Partnerships</a>	Internal	Passing Juice
<a href="#">Commercialising research</a>	Internal	Passing Juice
<a href="#">Researcher support</a>	Internal	Passing Juice
<a href="#">Research integrity</a>	Internal	Passing Juice
<a href="#">Business</a>	Internal	Passing Juice
<a href="#">Why work with us?</a>	Internal	Passing Juice
<a href="#">Collaboration</a>	Internal	Passing Juice
<a href="#">Consultancy</a>	Internal	Passing Juice
<a href="#">Commercialisation</a>	Internal	Passing Juice
<a href="#">Use our facilities</a>	Internal	Passing Juice
<a href="#">Connect with our students</a>	Internal	Passing Juice
<a href="#">How we operate</a>	Internal	Passing Juice
<a href="#">Suppliers</a>	Internal	Passing Juice
<a href="#">Make a business enquiry</a>	Internal	Passing Juice
<a href="#">Global</a>	Internal	Passing Juice
<a href="#">International students</a>	Internal	Passing Juice
<a href="#">International Office</a>	Internal	Passing Juice
<a href="#">Partnerships and initiatives</a>	Internal	Passing Juice
<a href="#">Visiting delegations</a>	Internal	Passing Juice
<a href="#">Visiting fellowships</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	noFollow
<a href="#">Alumni</a>	Internal	Passing Juice
<a href="#">Departments</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Find out more</a>	Internal	Passing Juice

## In-page links

<a href="#">View all courses</a>	Internal	Passing Juice
<a href="#">Accommodation options</a>	Internal	Passing Juice
<a href="#">Welcome - your next steps</a>	Internal	Passing Juice
<a href="#">COVID-19 FAQs</a>	Internal	Passing Juice
<a href="#">league table rankings</a>	Internal	Passing Juice
<a href="#">world-changing research</a>	Internal	Passing Juice
<a href="#">What to expect on campus</a>	Internal	Passing Juice
<a href="#">Find out more</a>	Internal	Passing Juice
<a href="#">Learn more about our rankings</a>	Internal	Passing Juice
<a href="#">Explore the impact of our research</a>	Internal	Passing Juice
<a href="#">Jet stream that brought storm Eunice has been getting faster over last century</a>	Internal	Passing Juice
<a href="#">World-first map exposes growing dangers along whale superhighways</a>	Internal	Passing Juice
<a href="#">Southampton-led study shows need for painkiller caution to prevent kidney damage</a>	Internal	Passing Juice
<a href="#">See all your accommodation options</a>	Internal	Passing Juice
<a href="#">Staff &amp; students</a>	External	Passing Juice
<a href="#">Schools &amp; colleges</a>	Internal	Passing Juice
<a href="#">Researchers</a>	Internal	Passing Juice
<a href="#">Employers &amp; recruiters</a>	Internal	Passing Juice
<a href="#">Parents &amp; guardians</a>	Internal	Passing Juice
<a href="#">International students</a>	Internal	Passing Juice
<a href="#">Download a prospectus</a>	Internal	Passing Juice
<a href="#">Site map</a>	Internal	Passing Juice
<a href="#">Sitemap XML</a>	Internal	Passing Juice
<a href="#">Privacy Notice</a>	Internal	Passing Juice
<a href="#">Data Protection and Freedom of Information</a>	Internal	Passing Juice
<a href="#">Terms &amp; conditions</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice

## In-page links

[Jobs](#)

External

Passing Juice

## SEO Keywords



Keywords Cloud

global **university** southampton top

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
university	2	✓	✗	✓	✓
global	1	✓	✗	✓	✗
top	1	✓	✗	✓	✓
southampton	1	✓	✗	✓	✓











## Usability

	Url	Domain : southampton.ac.uk Length : 17
	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
--	---------	--------



## Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 10 Warnings : 4
	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.
	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> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</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. <ul style="list-style-type: none"><li><a href="http://southampton.ac.uk/sitemap.xml">http://southampton.ac.uk/sitemap.xml</a></li><li><a href="https://www.southampton.ac.uk/sitemapxml.page">https://www.southampton.ac.uk/sitemapxml.page</a></li><li><a href="https://www.southampton.ac.uk/sitemapindexxml.page">https://www.southampton.ac.uk/sitemapindexxml.page</a></li><li><a href="https://www.southampton.ac.uk/sitemapxml.page">https://www.southampton.ac.uk/sitemapxml.page</a></li><li><a href="https://www.southampton.ac.uk/sitemapindexxml.page">https://www.southampton.ac.uk/sitemapindexxml.page</a></li></ul>
	Robots.txt	<a href="http://southampton.ac.uk/robots.txt">http://southampton.ac.uk/robots.txt</a>

## Optimization

		Great, your website has a robots.txt file.
	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>