

Seo Analyzer stir.ac.uk

Generated on April 04 2022 16:28 PM






The score is 65/100






SEO Content

	Title	Study in Scotland, UK Home University of Stirling Length : 57 Perfect, your title contains between 10 and 70 characters.																
	Description	The University of Stirling is a world-class institution with one of the best student experiences in the UK. Are you Stirling? Secure your place. Length : 144 Great, your meta description contains between 70 and 160 characters.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>site_name</td><td>University of Stirling</td></tr><tr><td>url</td><td>https://www.stir.ac.uk/</td></tr><tr><td>title</td><td>Home University of Stirling</td></tr><tr><td>image</td><td>https://www.stir.ac.uk/media/stirling/global-assets/landscape/og-airthrey-loch-1200x630.jpg</td></tr><tr><td>image:width</td><td>1200</td></tr><tr><td>image:height</td><td>630</td></tr><tr><td>description</td><td>The University of Stirling is a world-class institution with one of the best student experiences in the UK. Are you Stirling? Secure your place.</td></tr></table>	Property	Content	site_name	University of Stirling	url	https://www.stir.ac.uk/	title	Home University of Stirling	image	https://www.stir.ac.uk/media/stirling/global-assets/landscape/og-airthrey-loch-1200x630.jpg	image:width	1200	image:height	630	description	The University of Stirling is a world-class institution with one of the best student experiences in the UK. Are you Stirling? Secure your place.
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	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></table>	H1	H2	H3	H4	H5	H6										
H1	H2	H3	H4	H5	H6													

SEO Content

		2134000
		<ul style="list-style-type: none"> • [H1] Home • [H1] University of Stirling home page • [H2] Study at Stirling - find your course • [H2] Fully funded online short courses • [H2] Take a virtual tour • [H2] Our research • [H2] The Queen's Anniversary Prize • [H2] Scotland's University for Sporting Excellence • [H2] Business and community • [H2] News • [H2] Events • [H2] Contact us • [H2] Follow us • [H2] Popular links • [H2] Site information • [H3] Gain new skills to enhance or change your career - at no cost to you. • [H3] Step into the University of Stirling and start exploring today with our virtual tour. • [H3] Offline for maintenance • [H3] \n \n ').concat(e,"\n
	Images	<p>We found 12 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : 3%</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>Great, there are no Iframes detected on this page.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 48 links including 3 link(s) to files</p>

SEO Links



Statistics

External Links : noFollow 0%

External Links : Passing Juice 2.08%

Internal Links 97.92%

In-page links

Anchor	Type	Juice
skip to main content	Internal	Passing Juice
&times;	Internal	Passing Juice
Home	Internal	Passing Juice
Study	Internal	Passing Juice
International	Internal	Passing Juice
Research	Internal	Passing Juice
About	Internal	Passing Juice
Student life	Internal	Passing Juice
Find a course	Internal	Passing Juice
Clearing	Internal	Passing Juice
My Portal	Internal	noFollow
Contact	Internal	Passing Juice
Search our site	Internal	Passing Juice
□□□	External	Passing Juice
Undergraduate	Internal	Passing Juice
Postgraduate taught	Internal	Passing Juice
Postgraduate research	Internal	Passing Juice
Places now available	Internal	Passing Juice
Start the tour	Internal	Passing Juice
Find out why we won the Queen's Anniversary Prize	Internal	Passing Juice
Sport and wellbeing	Internal	Passing Juice
Alumni and supporters	Internal	Passing Juice

In-page links

Services and consultancy for business	Internal	Passing Juice
Recruit our students	Internal	Passing Juice
Conferences, events and accommodation	Internal	Passing Juice
See all articles	Internal	Passing Juice
See all events	Internal	Passing Juice
Latest updates and information	Internal	Passing Juice
Ask us a question &#10217;	Internal	Passing Juice
Faculties	Internal	Passing Juice
Professional services	Internal	Passing Juice
Jobs at Stirling	Internal	Passing Juice
Getting here	Internal	Passing Juice
Students' Union	Internal	Passing Juice
Online shop	Internal	Passing Juice
Blog	Internal	Passing Juice
Current students	Internal	noFollow
Staff	Internal	noFollow
Policy, Legal and Cookies	Internal	Passing Juice
Accessibility statement	Internal	Passing Juice
Sitemap	Internal	Passing Juice
Modern Slavery Statement	Internal	Passing Juice
contact us	Internal	Passing Juice
\n ').concat(e.title.split(" ")[0]," - ").concat(e.title.split(" ")[1]?e.title.split(" ")[1]:"","")	Internal	Passing Juice
').concat(e,"	Internal	Passing Juice
website privacy notice	Internal	Passing Juice
'+e+"	Internal	noFollow
'+e.innerText+" home	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
university	4	✓	✗	✓	✓
stirling	4	✓	✗	✓	✓
research	4	✗	✗	✗	✓
students	3	✗	✗	✗	✗
prize	3	✗	✗	✗	✓











Usability

	Url	Domain : stir.ac.uk 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
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Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 2 Warnings : 1
	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	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Great, your website has few CSS files.</div> <div><div></div> Perfect, your website has few JavaScript files.</div> <div><div></div> Perfect, your website takes advantage of gzip.</div>

Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div> <div><div></div> Flash content</div>
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Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><div>https://www.stir.ac.uk/webcomponents/dist/php/sitemap/</div><div>https://www.stir.ac.uk/webcomponents/dist/php/sitemap/?sn=sitemap_images.xml</div><div>https://www.stir.ac.uk/webcomponents/dist/php/sitemap/?sn=sitemap_video.xml</div></div>
	Robots.txt	<div>http://stir.ac.uk/robots.txt</div> <div>Great, your website has a robots.txt file.</div>

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.