



Seo Analyzer swarthmore.edu

Generated on February 26 2022 02:12 AM





The score is 55/100







SEO Content

	<p>Title</p>	<p>Swarthmore Home :: Swarthmore College</p> <p>Length : 37</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Since its founding in 1864, Swarthmore College has given students the knowledge, insight, skills, and experience to become leaders for the common good. Offering a liberal arts and engineering curriculum, the College is private, yet open to all regardless of financial need.</p> <p>Length : 273</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator 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 this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="539 1512 1481 1585"> <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>4</td> <td>23</td> <td>21</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1615 1460 2078" style="list-style-type: none"> • [H1] Swarthmore Home • [H1] Homepage Ambient Video • [H1] Additional Site Navigation • [H1] Search the website • [H2] Primary Site Navigation • [H2] Additional Navigation and Search • [H2] Accessibility Options • [H2] Animation: • [H2] Homepage Alumni Voices and Sustainability • [H2] Alumni Voices in Black Excellence • [H2] Dropping In • [H2] News from Swarthmore • [H2] COVID-19 Information • [H2] Black Excellence and President's Fund for Racial Justice 	H1	H2	H3	H4	H5	H6	4	23	21	0	0	0
H1	H2	H3	H4	H5	H6									
4	23	21	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H2] Celebrating Black Excellence• [H2] President's Fund for Racial Justice• [H2] Homepage Link List• [H2] Homepage Double Callout• [H2] Living @ Swarthmore• [H2] Opportunities in Philadelphia• [H2] Site Footer• [H2] Social Media Links• [H2] Additional Navigation Links• [H2] Social Media Links• [H2] Helpful Information• [H2] guides• [H2] Helpful Links• [H3] Menu Navigation Tips• [H3] From The Bulletin• [H3] Robert Goldberg Named Vice President for Finance and Administration• [H3] Elevating 19th-Century Black Voices in the Friends Historical Library• [H3] Swarthmore Swimming Captures Pair of Conference Titles• [H3] Update to Testing Protocols and Other COVID-19 Policies• [H3] Update on COVID-19 Testing, Vaccination Rates• [H3] Update on COVID-19 Planning and Policies• [H3] Student Update on COVID-19 Testing, Booster, and Isolation Plans• [H3] Changes to the Start of the Spring Semester• [H3] Contact Information• [H3] Social Links• [H3] Site Feedback and Accessibility• [H3] Legal Links• [H3] Helpful Links• [H3] Social Links• [H3] Site Feedback and Accessibility• [H3] Legal Links• [H3] Dining Hall Hours• [H3] Next Trains to Philadelphia• [H3] Next TriCo Shuttles
	Images	<p>We found 11 images on this web page.</p> <p>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</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>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

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 71 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.23% Internal Links 95.77%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Meet Swarthmore	Internal	Passing Juice
Academics	Internal	Passing Juice
Campus Life	Internal	Passing Juice
Admissions & Aid	Internal	Passing Juice
News & Events	Internal	Passing Juice
News from Swarthmore	Internal	Passing Juice
share your feedback with us	Internal	Passing Juice
A-Z Index	Internal	Passing Juice
Arts @ Swarthmore	Internal	Passing Juice
Calendar	Internal	Passing Juice
Campus & Community Store	Internal	Passing Juice
Campus Map	Internal	Passing Juice
Career Services	Internal	Passing Juice
Chester Children's Chorus	Internal	Passing Juice

In-page links

Directory	Internal	Passing Juice
Lang Center for Civic & Social Responsibility	Internal	Passing Juice
Make A Gift	Internal	Passing Juice
Offices & Services	Internal	Passing Juice
Scott Arboretum	External	Passing Juice
Visit Swarthmore	Internal	Passing Juice
Work at Swarthmore	Internal	Passing Juice
What's Distinctive About Swarthmore?	Internal	Passing Juice
Mission	Internal	Passing Juice
Why Liberal Arts?	Internal	Passing Juice
A Brief History	Internal	Passing Juice
By the Numbers	Internal	Passing Juice
My Swat Story	Internal	Passing Juice
Campus Tour	Internal	Passing Juice
Traditions	Internal	Passing Juice
Diversity at Swarthmore	Internal	Passing Juice
Meet the President	Internal	Passing Juice
Academic Calendar	Internal	Passing Juice
Course Catalog	Internal	Passing Juice
Libraries	Internal	Passing Juice
Registrar	Internal	Passing Juice
Honors Program	Internal	Passing Juice
First-Year Experience	Internal	Passing Juice
Tri-College Consortium	Internal	Passing Juice
Course Spotlight	Internal	Passing Juice
Student & Faculty Research	Internal	Passing Juice
Off-Campus Opportunities	Internal	Passing Juice
Athletics & Wellness	Internal	Passing Juice

In-page links

Clubs & Activities	Internal	Passing Juice
Commencement	Internal	Passing Juice
New Students	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Affordability & Access	Internal	Passing Juice
Apply to Swarthmore	Internal	Passing Juice
Financial Aid & Cost	Internal	Passing Juice
Life After Swarthmore	Internal	Passing Juice
Visit Admissions	Internal	Passing Juice
En Español	Internal	Passing Juice
Stories	Internal	Passing Juice
Social Media	Internal	Passing Juice
Faculty Experts	Internal	Passing Juice
Faculty & Alumni Lectures	Internal	Passing Juice
Campus Classifieds	Internal	Passing Juice
Communications Office	Internal	Passing Juice
Alumni Resources & Events	Internal	Passing Juice
Giving	Internal	Passing Juice
Parent & Family Resources	Internal	Passing Juice
Academic Calendar	Internal	Passing Juice
Application Requirements	Internal	Passing Juice
Dash	Internal	Passing Juice
Faculty Handbook	Internal	Passing Juice
Giving	Internal	Passing Juice
Make a Gift	Internal	Passing Juice
Off-Campus Study	External	Passing Juice
Research Guides	External	Passing Juice
Tripod Catalog	Internal	Passing Juice

SEO Keywords



Keywords Cloud

swarthmore links menu site
navigation from policy accessibility campus
calendar

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
swarthmore	8	✓	✗	✓	✓
campus	5	✗	✗	✗	✗
links	4	✗	✗	✗	✓
menu	4	✗	✗	✗	✓
navigation	4	✗	✗	✗	✓











Usability

	Url	Domain : swarthmore.edu Length : 14
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 31 Warnings : 13
	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"> 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.

Mobile

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

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

Optimization

Google Analytics