






The score is 59/100



## SEO Content

	Title	<p>The Gauntlet - The University of Calgary's independent student newspaper</p> <p><b>Length : 77</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>														
	Description	<p>The University of Calgary's independent student publication</p> <p><b>Length : 64</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</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><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>The Gauntlet</td></tr><tr><td>description</td><td>The University of Calgary's independent student publication</td></tr><tr><td>url</td><td>https://thegauntlet.ca/</td></tr><tr><td>site_name</td><td>The Gauntlet</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	The Gauntlet	description	The University of Calgary's independent student publication	url	https://thegauntlet.ca/	site_name	The Gauntlet
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	Headings	<table><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>0</td><td>4</td><td>26</td><td>58</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H2] Female scientists everyone should know this International Day of Women and Girls in Science</li></ul>	H1	H2	H3	H4	H5	H6	0	4	26	58	0	0		
H1	H2	H3	H4	H5	H6											
0	4	26	58	0	0											





## SEO Content

- [H2] ACSA shows appreciation for all hair types this Black History Month
- [H2] There should be a big rock in downtown Calgary and I should be allowed to climb it
- [H2] How Islamophobia heavily relies on misogyny to remain effective
- [H3] Editor's Picks >
- [H3] Opinions >
- [H3] C-train stations closing at night: What this may mean for Calgary's vulnerable population
- [H3] News >
- [H3] CSA decides not to work with Councillor Sean Chu
- [H3] The Coronavirus Outbreak > See our map
- [H3] Winter 2022 classes moved online for the first three weeks of term
- [H3] Voices >
- [H3] Living up to MLK: How to make meaningful change in the digital age
- [H3] Arts & Culture >
- [H3] See you at the premiere: The deromanticization of a life in the arts
- [H3] Features >
- [H3] U of C study abroad and exchange programs after COVID
- [H3] Ads
- [H3] Ads
- [H3] Lifestyle >
- [H3] Sports >
- [H3] Humour >
- [H3] Science >
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- [H3] Ads
- [H4] Sustainable U: Fast fashion and its environmental impact
- [H4] The problem of human rights in the Philippines
- [H4] The time is coming for the Canadian Crown to modernize and revitalize itself
- [H4] Is selling the bookstore really 'bad business'? Maybe not
- [H4] COP26 Glasgow Climate Conference: Now what?
- [H4] Sustainable U: Sustainable swaps for November 2021
- [H4] 2022 EDI awards ceremony held at the University of Calgary
- [H4] Faculty of Social Work Anti-Black Racism Task Force hosts events for Black History Month
- [H4] Bell Let's Talk workshop on self-compassion
- [H4] Food Justice Now on upcoming initiatives and growing food insecurities among U of C students
- [H4] U of C club raises awareness for food insecurity and multiculturalism on campus
- [H4] Mayor Jyoti Gondek discusses issues surrounding Calgarians at U of C webinar
- [H4] The U of C cancels all remaining in-person exams and moves block week online





## SEO Content

- [H4] Vaccination will be required on U of C campus
- [H4] Alberta government updates mask policies and introduces new vaccine incentive program
- [H4] Alberta's main universities announce coordinated COVID-19 measures
- [H4] Student leaders and faculty members at U of C respond to university's return to campus strategy
- [H4] U of C administration to update health and safety measures for reopening in the fall
- [H4] Two sides of the same coin: The balaclava and the hijab
- [H4] International Holocaust Day of Remembrance: 'Never again' is as relevant as ever
- [H4] Disney's Encanto is a refreshing form of representation for Colombian culture
- [H4] Around the World: Staying connected to your culture
- [H4] Around the World: Managing your finances while studying abroad
- [H4] What the diplomatic boycott on the Beijing 2022 Olympics means to Uyghur Muslims
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- [H4] Gauntlet Mixtape Vol. 6: New year, new me
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- [H4] Habits to make 2022 phenomenal
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- [H4] Rachel Balkovec makes history as the first woman hired to manage a professional baseball team
- [H4] Florida man pursues football career in the great white north
- [H4] International University Sports Federation Winter Universiade cancelled for 2022
- [H4] Horoscopes: New year, same signs

## SEO Content

		<ul style="list-style-type: none"><li>• [H4] What does your favourite holiday movie trope say about you?</li><li>• [H4] What's your holiday dessert based on your major?</li><li>• [H4] Horoscopes: Useless tips for the end of the semester</li><li>• [H4] Horoscopes: The signs get roasted</li><li>• [H4] January marks Alzheimer's awareness month</li><li>• [H4] A U of C connection to the Nobel Prize in chemistry</li><li>• [H4] Gastrointestinal microbiota health linked to enteric nervous system</li><li>• [H4] The science behind your favourite Christmas baking</li><li>• [H4] Renewable electrosynthesis: Closing the carbon loop</li><li>• [H4] Footer first half</li><li>• [H4] Footer second half</li></ul>
	Images	We found 35 images on this web page.  33 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 : <b>16%</b>  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	Great, there are no Iframes detected on this page.

## 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 88 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 2.27%  Internal Links 97.73%

## In-page links

Anchor	Type	Juice
<a href="#">Opinions &amp; Features Workshop (Oct 26th)</a>	Internal	Passing Juice
<a href="#">Editor's Picks &gt;</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
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<a href="#">C-train stations closing at night: What this may mean for Calgary's vulnerable population</a>	Internal	Passing Juice
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<a href="#">See our map</a>	Internal	Passing Juice

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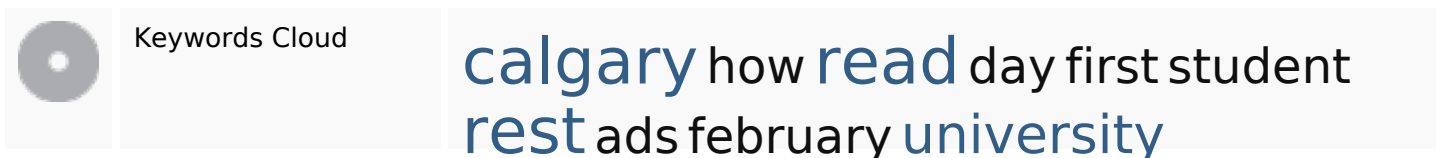
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<a href="#">Hiring</a>	Internal	Passing Juice
<a href="#">Staff</a>	Internal	Passing Juice
<a href="#">Advertising</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">PDF version</a>	External	Passing Juice
<a href="#">Archive</a>	Internal	Passing Juice
<a href="#">Volunteer</a>	Internal	Passing Juice
<a href="#">SU</a>	External	Passing Juice
<a href="#">The Gauntlet</a>	Internal	noFollow

## SEO Keywords







## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Keywords Consistency

calgary	7	✓	✗	✓	✓
read	6	✗	✗	✗	✓
rest	6	✗	✗	✗	✗
university	5	✓	✗	✓	✓
day	4	✗	✗	✗	✓


## Usability

	Url	Domain : thegauntlet.ca Length : 14
	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 : 56 Warnings : 31
	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"><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>Great, your website has an XML sitemap.</p> <p><a href="http://thegauntlet.ca/sitemap.xml">http://thegauntlet.ca/sitemap.xml</a></p>
	Robots.txt	<p><a href="http://thegauntlet.ca/robots.txt">http://thegauntlet.ca/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> <a href="#">Google Analytics</a></p>