



Seo Analyzer umb.edu

Generated on February 16 2022 21:17 PM




The score is 63/100







SEO Content

	Title	<p>University of Massachusetts Boston</p> <p>Length : 34</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>The oceanfront campus is minutes from downtown Boston and nationally recognized as a student-centered urban public research university.</p> <p>Length : 135</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>University of Massachusetts Boston, UMass, UMB, Beacons, U-Mass, Boston State College</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<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>												
	Headings	<table border="1"> <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>0</td> <td>2</td> <td>8</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H3] News • [H3] Events • [H4] COVID-19 Updates • [H4] Transfer for the Fall Semester • [H4] Introducing the New UMass Boston Mobile App • [H4] Check out UMass Boston Magazine! • [H4] Instagram • [H4] Support Student Scholarships • [H4] Online Programs • [H4] Here4U 	H1	H2	H3	H4	H5	H6	0	0	2	8	0	0
H1	H2	H3	H4	H5	H6									
0	0	2	8	0	0									
	Images	<p>We found 5 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>												

SEO Content

	Text/HTML Ratio	Ratio : 16% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 49 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 8.16% Internal Links 91.84%

In-page links

Anchor	Type	Juice
Skip to Content	Internal	Passing Juice
Password Management	Internal	Passing Juice
Email	Internal	Passing Juice
Blackboard	External	Passing Juice
WISER	Internal	Passing Juice
Here4U	Internal	Passing Juice
HR Direct	Internal	Passing Juice

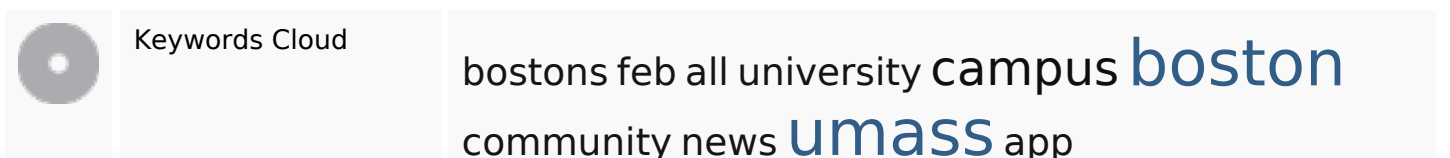
In-page links

UMBeInvolved	External	Passing Juice
Mobile App	Internal	Passing Juice
Travel Registry	Internal	Passing Juice
Academic Calendar	Internal	Passing Juice
Bookstore	External	Passing Juice
Bursar	Internal	Passing Juice
Calendar	Internal	Passing Juice
Course Listings	Internal	Passing Juice
Directory	Internal	Passing Juice
Financial Aid	Internal	Passing Juice
Getting Here	Internal	Passing Juice
Housing	Internal	Passing Juice
Library	Internal	Passing Juice
UMass Boston News	Internal	Passing Juice
Registrar	Internal	Passing Juice
Community Guideines	Internal	Passing Juice
Admissions & Aid	Internal	Passing Juice
Academics	Internal	Passing Juice
Research	Internal	Passing Juice
Athletics	Internal	Passing Juice
About	Internal	Passing Juice
Give	Internal	Passing Juice
IT	Internal	Passing Juice
Info For:	Internal	Passing Juice
Students	Internal	Passing Juice
Parents & Families	Internal	Passing Juice
Faculty & Staff	Internal	Passing Juice
Alumni	Internal	Passing Juice

In-page links

Community	Internal	Passing Juice
Welcome Week: Thursday, February 17 @ 11:00AM	Internal	Passing Juice
UMass Boston STEM & Healthcare Virtual Career Expo @ 12:00PM	Internal	Passing Juice
Birds and Bird Flu in a Changing World: the Spread of Highly Pathogenic Avian Influenza in North America @ 11:00AM	Internal	Passing Juice
Accessibility Statement	Internal	Passing Juice
ADA	Internal	Passing Juice
Campus Status	Internal	Passing Juice
Document Converter	Internal	Passing Juice
Employment	Internal	Passing Juice
Privacy & Terms	Internal	Passing Juice
Student Consumer Information	Internal	Passing Juice
UMass Boston Alert	Internal	Passing Juice
UMass System	External	Passing Juice
Contact UMass Boston	Internal	Passing Juice

SEO Keywords








Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
boston	12	✓	✓	✓	✓
umass	11	✗	✓	✗	✓
campus	5	✗	✗	✓	✗
all	4	✗	✗	✓	✓
news	4	✗	✗	✗	✓

Keywords Consistency

Usability


	Url	Domain : umb.edu Length : 7
	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 : 4 Warnings : 3
	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.

Document

Mobile

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

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>https://www.umb.edu/xml_sitemaps/index https://www.umb.edu/xml_sitemaps/news_events</pre>
	Robots.txt	<p>http://umb.edu/robots.txt</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>