



# Seo Analyzer umt.edu

Generated on April 04 2022 07:02 AM




The score is 56/100







## SEO Content

|    | Title              | <p>University of Montana   Public Flagship in Missoula</p> <p><b>Length : 51</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>   |    |    |    |    |    |    |   |   |   |   |   |   |
|----|--------------------|--|----|----|----|----|----|----|---|---|---|---|---|---|
|    | Description        | <p>University of Montana is a public flagship research university in Missoula known for academic rigor, experiential learning, inclusive culture and scenic campus.</p> <p><b>Length : 160</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>   |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Keywords           | <p>Montana, University of Montana, Missoula, flagship, research university, Montana College, Montana College of Fine Arts</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 <a href="#">this free og properties generator</a> to create them.</p>   |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Headings           | <table border="1" data-bbox="539 1480 1481 1547"> <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>1</td> <td>7</td> <td>0</td> <td>0</td> <td>1</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1585 1114 1877" style="list-style-type: none"> <li>• [H1] The University of Montana</li> <li>• [H2] Information about COVID-19</li> <li>• [H2] Are You Tomorrow Proof?</li> <li>• [H2] Welcoming admitted students</li> <li>• [H2] Explore Academics at UM</li> <li>• [H2] Registration Open Now</li> <li>• [H2] Video</li> <li>• [H2] News</li> <li>• [H5] Video</li> </ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 7 | 0 | 0 | 1 | 0 |
| H1 | H2                 | H3   | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 1  | 7                  | 0  | 0  | 1  | 0  |    |    |    |   |   |   |   |   |   |
|    | Images             | <p>We found 12 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>  |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Content

|   |                 |   |
|---|-----------------|---|
|  | Text/HTML Ratio | Ratio : <b>1%</b><br><br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content. |
|  | 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             | Bad. Your links have query string.   |
|    | Underscores in the URLs | Perfect! No underscores detected in your URLs.   |
|  | In-page links           | We found a total of 32 links including 0 link(s) to files  |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 12.5%<br><br>Internal Links 87.5% |

## In-page links

| Anchor                               | Type     | Juice         |
|--------------------------------------|----------|---------------|
| <a href="#">Skip to navigation</a>   | Internal | Passing Juice |
| <a href="#">Skip to main content</a> | Internal | Passing Juice |
| <a href="#">Skip to footer</a>       | Internal | Passing Juice |
| <a href="#">About</a>                | Internal | Passing Juice |
| <a href="#">Academics</a>            | Internal | Passing Juice |
| <a href="#">Admission and Aid</a>    | Internal | Passing Juice |
| <a href="#">Student Life</a>         | Internal | Passing Juice |
|                                      |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Research</a>   | Internal | Passing Juice |
| <a href="#">Athletics</a>  | Internal | Passing Juice |
| <a href="#">My UM</a>  | Internal | Passing Juice |
| <a href="#">Alumni</a>   | External | Passing Juice |
| <a href="#">Find general health and safety information, as well as UM communications and plans about the global health pandemic.</a> | Internal | Passing Juice |
| <a href="#">Pick Your Go Griz Day</a>  | Internal | Passing Juice |
| <a href="#">Learn more about UM's academic options.</a>  | Internal | Passing Juice |
| <a href="#">in the latest episode of "The College Tour.&amp;#8221;</a>   | Internal | Passing Juice |
| <a href="#">Apply today</a>  | Internal | Passing Juice |
| <a href="#">Explore courses and register today</a>   | Internal | Passing Juice |
| <a href="#">Research Institution</a>   | External | Passing Juice |
| <a href="#">freshmen named Presidential Leadership Scholars</a>  | Internal | Passing Juice |
| <a href="#">\$138 million in research awards</a>   | Internal | Passing Juice |
| <a href="#">More UM News</a>   | Internal | Passing Juice |
| <a href="#">More UM News</a>   | Internal | Passing Juice |
| <a href="#">Launch UM virtual tour.</a>  | External | Passing Juice |
| <a href="#">Contact Us</a>   | Internal | Passing Juice |
| <a href="#">Accessibility</a>  | Internal | Passing Juice |
| <a href="#">A to Z</a>   | Internal | Passing Juice |
| <a href="#">Directory</a>  | Internal | Passing Juice |
| <a href="#">Campus Map</a>   | Internal | Passing Juice |
| <a href="#">Campus Safety</a>  | Internal | Passing Juice |
| <a href="#">Employment</a>   | External | Passing Juice |
| <a href="#">Refer A Griz</a>   | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>   | Internal | Passing Juice |

## SEO Keywords



Keywords Cloud

main footer university montana navigation  
missoula content flagship public **skip**

## Keywords Consistency

| Keyword    | Content | Title | Keywords | Description | Headings |
|------------|---------|-------|----------|-------------|----------|
| skip       | 3       | ✘     | ✘        | ✘           | ✘        |
| university | 1       | ✔     | ✔        | ✔           | ✔        |
| montana    | 1       | ✔     | ✔        | ✔           | ✔        |
| public     | 1       | ✔     | ✘        | ✔           | ✘        |
| flagship   | 1       | ✔     | ✔        | ✔           | ✘        |










## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : umt.edu<br>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. |




## Document

|   |                 |   |
|---|-----------------|---|
|  | W3C Validity    | Errors : 9<br>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> Too bad, your website has too many JS files (more than 6).</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.<br><code>http://umt.edu/sitemap.xml</code>   |
|  | Robots.txt  | <code>http://umt.edu/robots.txt</code><br>Great, your website has a robots.txt file.   |
|  | Analytics   | Missing<br>We didn't detect an analytics tool installed on this website.<br>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. |