Seo Analyzer unimelb.edu.au

Generated on March 14 2022 22:48 PM

The score is 67/100

SEO Content

⚠	Title	The University of Melbourne, Australia - Australia's best university and one of the world's finest **Length : 98** Ideally, your title should contain between 10 and 70 characters (spaces included). Use [this free tool](#) to calculate text length.
✅	Description	Australia's Number One university and world leader in education, teaching and research excellence. We offer a vast range of coursework and research programs. **Length : 157** 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.

Property	Content
type	website
url	https://www.unimelb.edu.au/
title	The University of Melbourne, Australia - Australia's best university and one of the world's finest
description	Australia's Number One university and world leader in education, teaching and research excellence. We offer a vast range of coursework and research programs.
site_name	The University of Melbourne
locale	en_US

SEO Content

		image	https://www.unimelb.edu.au/__data/assets/image/0005/2749640/varieties/medium.jpg			
		image:width	600			
		image:height	338			

	Headings						
		H1	**H2**	**H3**	**H4**	**H5**	**H6**
		1	4	13	0	0	0

- [H1] Welcome to the University of Melbourne
- [H2] Featured articles
- [H2] Study in our exceptional spaces
- [H2] Partner with us for the future
- [H2] Site footer
- [H3] VaxFACTS videos answer all your COVID-19 vaccine questions
- [H3] Hansen scholarships help students realise their potential Chevron-right
- [H3] University appoints first Deputy Vice-Chancellor (People and Community) Chevron-right
- [H3] The 9 steps to de-extincting Australia's thylacine Chevron-right
- [H3] Our campuses
- [H3] Research facilities
- [H3] Libraries, museums, galleries and collections
- [H3] Accommodation
- [H3] A new innovation and collaboration community
- [H3] Our bold new engineering and design campus
- [H3] Partnering for parity in Greater Shepparton
- [H3] A partnership to power genomics research
- [H3] We acknowledge and pay respect to the Traditional Owners of the lands upon which our campuses are situated

	Images	We found 11 images on this web page. 7 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 : **23%** 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 5 links including 0 link(s) to files	
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 20% Internal Links 80%	

In-page links

Anchor	Type	Juice
Emergency	Internal	Passing Juice
Terms & privacy	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Privacy	Internal	Passing Juice
VaxFACTS	External	Passing Juice

SEO Keywords

○ Keywords Cloud	melbourne innovation genomics discover campus hub university campuses chevron-right research

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
chevron-right	18	✗	✗	✗	✓
melbourne	12	✓	✗	✗	✓

Keywords Consistency

university	8	✓	✗	✓	✓
innovation	6	✗	✗	✗	✓
research	5	✗	✗	✓	✓

Usability

	Url	Domain : unimelb.edu.au 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	Great. This page take advantage of Dublin Core.

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 1 Warnings : 8
✓	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	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles.

Document

✔ Great, your website has few CSS files.

✔ Perfect, your website has few JavaScript files.

✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✖	Apple Icon
		✔	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
✔		http://unimelb.edu.au/sitemap.xml
✔	Robots.txt	http://unimelb.edu.au/robots.txt
		Great, your website has a robots.txt file.
✖	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.