

Seo Analyzer unsw.edu.au

Generated on March 19 2022 09:34 AM

The score is 59/100



SEO Content





	Title	UNSW Sydney One of the best universities in Australia Length : 55 Perfect, your title contains between 10 and 70 characters.														
	Description	UNSW is ranked 2nd in Australia and 27th in the world for Graduate Employability. Browse our range of study options and find the perfect one for you. Length : 149 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. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>UNSW Sydney One of the best universities in Australia</td></tr><tr><td>url</td><td>https://www.unsw.edu.au</td></tr><tr><td>type</td><td>website</td></tr><tr><td>site_name</td><td>UNSW Sites</td></tr><tr><td>description</td><td>UNSW is ranked 2nd in Australia and 27th in the world for Graduate Employability. Browse our range of study options and find the perfect one for you.</td></tr><tr><td>image</td><td>https://www.unsw.edu.au/etc/clientlibs/unsw-common/unsw-assets/img/social/UNSWlogo-opengraph-squaresafe.png</td></tr></tbody></table>	Property	Content	title	UNSW Sydney One of the best universities in Australia	url	https://www.unsw.edu.au	type	website	site_name	UNSW Sites	description	UNSW is ranked 2nd in Australia and 27th in the world for Graduate Employability. Browse our range of study options and find the perfect one for you.	image	https://www.unsw.edu.au/etc/clientlibs/unsw-common/unsw-assets/img/social/UNSWlogo-opengraph-squaresafe.png
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	Headings	H1 H2 H3 H4 H5 H6														

SEO Content





1 11 18 0 20 0

- [H1] Your UNSW journey starts here
- [H2] Follow
- [H2] This is where your future starts
- [H2] Latest stories
- [H2] Will you be a 10 Minute Genius?
- [H2] Experience UNSW
- [H2] Key dates
- [H2] Explore a lifetime of learning
- [H2] Alumni
- [H2]
- [H2] Acknowledgement of Country
- [H2] Follow Us
- [H3] Visit our COVID-19 website for the latest on UNSW's response to COVID-19.
- [H3] UNSW 2025 Strategy Progress Snapshot – learn how UNSW is achieving its goals for 2025 and leading in academic excellence, innovation and social impact
- [H3] Scholarships. For the brightest minds
- [H3] We're building a better future
- [H3] Find the right degree for you
- [H3] Keeping you connected with student life
- [H3] Explore our campus accommodation
- [H3] Experience our beautiful campus
- [H3] The Bride Flights
- [H3] The politics of science
- [H3] International Open Day
- [H3] Building connections with UNSW Business Society
- [H3] Is 2022 the year of the meaningful career switch?
- [H3] Georgia's unforgettable moments in conservation
- [H3] Engage with us
- [H3] Study
- [H3] News, Media & Events
- [H3] About us
- [H5] Study options
- [H5] Discover UNSW
- [H5] How to apply
- [H5] Help centre
- [H5] Connect with us
- [H5] Partnerships
- [H5] Research Capabilities
- [H5] Research & Careers
- [H5] Our impact
- [H5] Infrastructure
- [H5] Engage with UNSW
- [H5] Giving
- [H5] Partner with UNSW
- [H5] Find an expert
- [H5] Alumni
- [H5] Our story
- [H5] Excellence
- [H5] Collaboration
- [H5] Respect & diversity
- [H5] Innovation & impact

SEO Content

	Images	We found 18 images on this web page. 3 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 : 18% 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 28 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.14% Internal Links 92.86%

In-page links

Anchor	Type	Juice
Skip to Main Content	Internal	Passing Juice
Follow	Internal	Passing Juice
COVID-19 website	Internal	Passing Juice
UNSW 2025 Strategy Progress Snapshot	Internal	Passing Juice

In-page links

Contact us	Internal	Passing Juice
Find an expert	Internal	Passing Juice
Careers at UNSW	Internal	Passing Juice
Education at UNSW	Internal	Passing Juice
UNSW International	Internal	Passing Juice
Degree Finder	Internal	Passing Juice
Student Portal	Internal	Passing Juice
Academic Calendar	Internal	Passing Juice
Newsroom	Internal	Passing Juice
UNSW events	Internal	Passing Juice
Research news	Internal	Passing Juice
Our rankings & reputation	Internal	Passing Juice
Faculties and schools	Internal	Passing Juice
Campus locations	Internal	Passing Juice
Centres and institutes	Internal	Passing Juice
UNSW Library	Internal	Passing Juice
The Uluru Statement	External	Passing Juice
Follow Us	External	Passing Juice
Privacy policy	Internal	Passing Juice
Copyright & Disclaimer	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Site feedback	Internal	Passing Juice
Complaints	Internal	Passing Juice
Sitemap	Internal	Passing Juice

SEO Keywords



Keywords Cloud

news study partner now impact events overview **unsw**






SEO Keywords

follow research



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
unsw	32	✓	✗	✓	✓
follow	18	✗	✗	✗	✓
research	8	✗	✗	✗	✓
study	6	✗	✗	✓	✓
impact	6	✗	✗	✗	✓










Usability

	Url	Domain : unsw.edu.au Length : 11
	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 : 54 Warnings : 2
	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://unsw.edu.au/sitemap.xml https://www.unsw.edu.au/news.sitemap.xml https://www.unsw.edu.au/staff.sitemap.xml https://www.unsw.edu.au/study/undergraduate.sitemap.xml https://www.unsw.edu.au/study/postgraduate.sitemap.xml https://www.unsw.edu.au/sitemap.xml</pre>
	Robots.txt	http://unsw.edu.au/robots.txt Great, your website has a robots.txt file.

Optimization



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.