



Seo Analyzer usc.edu

Generated on April 03 2022 10:42 AM

The score is 54/100



SEO Content

	<p>Title</p>	<p>University of Southern California</p> <p>Length : 33</p> <p>Perfect, your title contains between 10 and 70 characters.</p>								
	<p>Description</p>	<p>The University of Southern California is a leading private research university located in Los Angeles — a global center for arts, technology and international business. It is home to the College of Letters, Arts and Sciences and 21 exceptional academic schools and units. USC's Health Sciences campus houses renowned specialized care and research in cancer, stem cell and regenerative medicine, orthopedics and sports medicine. The university is the largest private sector employer in the city of Los Angeles, responsible for \$8 billion annually in economic activity in the region.</p> <p>Length : 581</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>								
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>								
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1547 1481 1861"> <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>University of Southern California</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	University of Southern California
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SEO Content

description	The University of Southern California is a leading private research university located in Los Angeles — a global center for arts, technology and international business. It is home to the College of Letters, Arts and Sciences and 21 exceptional academic schools and units. USC’s Health Sciences campus houses renowned specialized care and research in cancer, stem cell and regenerative medicine, orthopedics and sports medicine. The university is the largest private sector employer in the city of Los Angeles, responsible for \$8 billion annually in economic activity in the region.
url	https://www.usc.edu/
site_name	University of Southern California





Headings

H1	H2	H3	H4	H5	H6
25	1	0	1	0	0
<ul style="list-style-type: none"> • [H1] • [H1] Site Navigation • [H1] Popular Links • [H1] Audiences • [H1] Search USC • [H1] Features • [H1] Historic moment for Nisei families • [H1] Celebrating USC’s military ties • [H1] The ins and outs of podcasting • [H1] Lighting up the Oscars • [H1] Space travel for everyone • [H1] secondary • [H1] USC dedicates quiet rock garden in honor of university’s Nisei students • [H1] Scientists can predict transfer of carbon — including pollution from cars — in the ocean • [H1] Strategic collaboration to improve access to specialized care for the transgender community • [H1] Asian American and Pacific Islander Heritage Month events promo • [H1] Explore USC • [H1] Campus Locations • [H1] University Information • [H1] Tommy Cam • [H1] Tommy Cam • [H1] Hecuba Cam • [H1] HecubaCam • [H1] To Report an Emergency • [H1] Social Media • [H2] Legal Information • [H4] Privacy Overview 					





Images

We found 18 images on this web page.

SEO Content

		2 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 : 10% 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	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 115 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.83% Internal Links 92.17%

In-page links

Anchor	Type	Juice
Skip to Popular Links	Internal	Passing Juice
Skip to Audience Links	Internal	Passing Juice
Skip to Site Navigation	Internal	Passing Juice
Skip to Site Search	Internal	Passing Juice
Skip to Features	Internal	Passing Juice

In-page links

Skip to Secondary Posts	Internal	Passing Juice
About	Internal	Passing Juice
USC Facts and Figures	Internal	Passing Juice
Faculty Distinctions	Internal	Passing Juice
History	Internal	Passing Juice
Policies and Core Documents	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Directories	Internal	Passing Juice
Visit USC	Internal	Passing Juice
Economic Impact	Internal	Passing Juice
USC Village	Internal	Passing Juice
Administration	Internal	Passing Juice
Board of Trustees	Internal	Passing Juice
President	Internal	Passing Juice
Senior Administration	Internal	Passing Juice
Academic Deans	Internal	Passing Juice
For the entire mission statement, visit About USC.	Internal	Passing Juice
Admission	Internal	Passing Juice
Undergraduate Admission	Internal	Passing Juice
Graduate Admission	Internal	Passing Juice
Financial Aid	Internal	Passing Juice
Academics	Internal	Passing Juice
Undergraduate Education	Internal	Passing Juice
Graduate Education	Internal	Passing Juice
Postdoctoral Training	Internal	Passing Juice
USC Online (online graduate programs)	Internal	Passing Juice
Academic Records and Registrar	Internal	Passing Juice
Catalogue	Internal	Passing Juice

In-page links

USC Libraries	Internal	Passing Juice
USC International Academy	Internal	Passing Juice
Summer Programs for High School Students	Internal	Passing Juice
Research	Internal	Passing Juice
Office of Research	Internal	Passing Juice
Centers and Institutes	Internal	Passing Juice
Shared Resources	Internal	Passing Juice
Innovation	Internal	Passing Juice
Contracts and Grants	Internal	Passing Juice
Clinical Trials	Internal	Passing Juice
Student Research	Internal	Passing Juice
Michelson Center for Convergent Bioscience	Internal	Passing Juice
Lawrence J. Ellison Institute for Transformative Medicine of USC	Internal	Passing Juice
Patient Care	Internal	Passing Juice
Community	Internal	Passing Juice
Government Relations	Internal	Passing Juice
Arts	Internal	Passing Juice
USC School of Architecture	Internal	Passing Juice
USC School of Cinematic Arts	Internal	Passing Juice
USC Gloria Kaufman School of Dance	Internal	Passing Juice
USC School of Dramatic Arts	Internal	Passing Juice
USC Roski School of Art and Design	Internal	Passing Juice
USC Thornton School of Music	Internal	Passing Juice
USC Dornsife College &#8211; Arts & Humanities	Internal	Passing Juice
USC Iovine and Young Academy	Internal	Passing Juice
USC Arts Overview	Internal	Passing Juice
Visions and Voices	Internal	Passing Juice
USC Fisher Museum of Art	Internal	Passing Juice

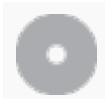
In-page links

USC Pacific Asia Museum	Internal	Passing Juice
Global	Internal	Passing Juice
Global Engagement	Internal	Passing Juice
Global Presence	Internal	Passing Juice
Global Resources and Policies	Internal	Passing Juice
Libraries	Internal	Passing Juice
myUSC	Internal	Passing Juice
Gmail	External	Passing Juice
Office365	Internal	Passing Juice
Blackboard	Internal	Passing Juice
Academic Calendar	Internal	Passing Juice
Registration	Internal	Passing Juice
OASIS	Internal	Passing Juice
Schedule of Classes	Internal	Passing Juice
Daily Trojan	External	Passing Juice
Maps	Internal	Passing Juice
Directories	Internal	Passing Juice
Students	Internal	Passing Juice
Alumni	Internal	Passing Juice
Parents	Internal	Passing Juice
Faculty	Internal	Passing Juice
Employees	Internal	Passing Juice
Sports	External	Passing Juice
Return to Content	Internal	Passing Juice
Menus	Internal	Passing Juice
Historic moment for Nisei families	Internal	Passing Juice
Celebrating USC's military ties	Internal	Passing Juice
The ins and outs of podcasting	Internal	Passing Juice

In-page links

Lighting up the Oscars	Internal	Passing Juice
Space travel for everyone	Internal	Passing Juice
USC dedicates quiet rock garden in honor of university's Nisei students	Internal	Passing Juice
Scientists can predict transfer of carbon — including pollution from cars — in the ocean	Internal	Passing Juice
Strategic collaboration to improve access to specialized care for the transgender community	Internal	Passing Juice
Asian American and Pacific Islander Heritage Month events promo	Internal	Passing Juice
Give to USC	Internal	Passing Juice
USC Event Calendar	Internal	Passing Juice
USC News	Internal	Passing Juice
Visit USC	Internal	Passing Juice
Commitment to Change	Internal	Passing Juice
Pressroom / Media	Internal	Passing Juice
Careers at USC	Internal	Passing Juice
Campus Safety	Internal	Passing Juice
TommyCam	Internal	Passing Juice
HecubaCam	Internal	Passing Juice
Facebook	External	Passing Juice
Instagram	External	Passing Juice
Twitter	External	Passing Juice
LinkedIn	External	Passing Juice
YouTube	External	Passing Juice
Flickr	External	Passing Juice
USC Podcasts	Internal	Passing Juice
Privacy Notice	Internal	Passing Juice
Notice of Non-Discrimination	Internal	Passing Juice
Smoke-Free Policy	Internal	Passing Juice

SEO Keywords



Keywords Cloud

arts therapy southern school global research medicine
university campus USC

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
usc	70	✘	✘	✔	✔
school	32	✘	✘	✔	✘
arts	24	✘	✘	✔	✘
research	15	✘	✘	✔	✘
university	14	✔	✘	✔	✔











Usability

	Url	Domain : usc.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.



Document

		
	W3C Validity	Errors : 54 Warnings : 65
	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	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
	Robots.txt	Missing Your website doesn't have a robots.txt file - this can be problematic. A robots.txt file allows you to restrict the access of search engine

Optimization

robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.



Analytics

Great, your website has an analytics tool.



Google Analytics