








Seo Analyzer washington.edu

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The score is 36/100







SEO Content

	Title	UW Homepage Length : 11 Perfect, your title contains between 10 and 70 characters.												
	Description	University of Washington Length : 24 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	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	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.												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>3</td><td>12</td><td>1</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] University Of Washington• [H2] Featured Story Slideshow• [H2] News & Events• [H2] Fast Facts• [H3] Helpful Links• [H3] Opening up a new world• [H3] License to innovate• [H3] Research takes flight• [H3] Tiny structures,big impact• [H3] New dental tool can spot conditions that lead to cavities• [H3] Tiny battery-free devices float in the wind like dandelion seeds• [H3] Spring quarter classes and changes to UW mask policies• [H3] An economic driver• [H3] Innovation• [H3] Undergrad research• [H3] Be boundless	H1	H2	H3	H4	H5	H6	1	3	12	1	0	0
H1	H2	H3	H4	H5	H6									
1	3	12	1	0	0									

SEO Content

		• [H4] Connect with us:
	Images	We found 8 images on this web page. 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 : 0% 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	Bad. Your links have query string.
	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 93 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 34.41% Internal Links 65.59%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
MyUW	External	Passing Juice
Calendar	Internal	Passing Juice

In-page links

Directories	External	Passing Juice
Libraries	External	Passing Juice
UW Medicine	External	Passing Juice
Maps	Internal	Passing Juice
UW News	Internal	Passing Juice
Computing/IT	External	Passing Juice
ISC/Workday	External	Passing Juice
Husky Card	External	Passing Juice
UW Bothell	External	Passing Juice
UW Tacoma	External	Passing Juice
UW Facebook	External	Passing Juice
UW Twitter	External	Passing Juice
Students	External	Passing Juice
Parents	External	Passing Juice
Faculty & Staff	External	Passing Juice
Alumni	External	Passing Juice
About	Internal	Passing Juice
About the UW	Internal	Passing Juice
Diversity	Internal	Passing Juice
Global Impact	Internal	Passing Juice
Innovation	Internal	Passing Juice
Leadership	Internal	Passing Juice
Maps	Internal	Passing Juice
Population Health	Internal	Passing Juice
Sustainability	External	Passing Juice
Visit	Internal	Passing Juice
Academics	Internal	Passing Juice
Academic calendar	Internal	Passing Juice

In-page links

Academic departments	Internal	Passing Juice
Colleges and schools	Internal	Passing Juice
Course descriptions	Internal	Passing Juice
Registration	Internal	Passing Juice
Student guide	Internal	Passing Juice
Time schedule	Internal	Passing Juice
Apply	Internal	Passing Juice
Admissions	Internal	Passing Juice
Financial Aid	Internal	Passing Juice
Continuing education	External	Passing Juice
Majors	Internal	Passing Juice
Student housing	Internal	Passing Juice
Transfer students	Internal	Passing Juice
Tuition and fees	External	Passing Juice
Undocumented students	Internal	Passing Juice
UW Online	External	Passing Juice
News & Events	Internal	Passing Juice
UW News	Internal	Passing Juice
Featured stories	Internal	Passing Juice
Arts UW	External	Passing Juice
Calendar	Internal	Passing Juice
UW Magazine	Internal	Passing Juice
Husky sports	External	Passing Juice
Newsletter	Internal	Passing Juice
Research	Internal	Passing Juice
Office of Research	Internal	Passing Juice
Research Lifecycle	Internal	Passing Juice
Resources	Internal	Passing Juice

In-page links

Collaboration	Internal	Passing Juice
Stats and rankings	Internal	Passing Juice
Campuses	Internal	Passing Juice
Bothell	External	Passing Juice
Seattle	Internal	Passing Juice
Tacoma	External	Passing Juice
Give	Internal	Passing Juice
Give now	Internal	Passing Juice
Ways to give	Internal	Passing Juice
My UW Giving	Internal	Passing Juice
Read story	Internal	Passing Juice
Read story	Internal	Passing Juice
Read story	Internal	Passing Juice
Read story	Internal	Passing Juice
UW News	Internal	Passing Juice
UW News	Internal	Passing Juice
Learn more	Internal	Passing Juice
COVID-19 updates	Internal	Passing Juice
University of Washington	Internal	Passing Juice
Facebook	External	Passing Juice
Twitter	External	Passing Juice
Instagram	External	Passing Juice
YouTube	External	Passing Juice
LinkedIn	External	Passing Juice
Pinterest	External	Passing Juice
Accessibility	External	Passing Juice
Contact Us	External	Passing Juice
Jobs	Internal	Passing Juice

In-page links

Campus Safety	Internal	Passing Juice
My UW	External	Passing Juice
Rules Docket	Internal	Passing Juice
Privacy	Internal	Passing Juice
Terms	Internal	Passing Juice
Newsletter	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	homepage
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
homepage	1	✓	✗	✗	✗





Usability

	Url	Domain : washington.edu 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	This page does not take advantage of Dublin Core.


Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 1 Warnings : 13
	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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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	http://washington.edu/robots.txt

Optimization



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.