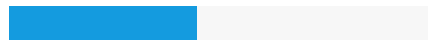


Website review brown.edu

Generated on January 16 2017 06:42 AM

The score is 39/100




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SEO Content

	Title	Brown University Length : 16 Perfect, your title contains between 10 and 70 characters.												
	Description	Brown University, founded in 1764, is a member of the Ivy League and recognized for the quality of its teaching, research, and unique curriculum. Providence, RI. Length : 161 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><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>19</td><td>5</td><td>1</td><td>16</td><td>1</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Brown University• [H2] Brown Together• [H2] A radical message• [H2] White House honors• [H2] Dispatches• [H2] Winter wonderland• [H2] I want to...• [H2] Headlines• [H2] Events• [H2] Student Focus• [H2] Featured Video	H1	H2	H3	H4	H5	H6	1	19	5	1	16	1
H1	H2	H3	H4	H5	H6									
1	19	5	1	16	1									





SEO Content

		<ul style="list-style-type: none">• [H2] Athletics• [H2] #brownuniversity• [H2] On Instagram• [H2] On YouTube• [H2] On Twitter• [H2] Explore• [H2] On Campus• [H2] Frequently Visited• [H2] Resources• [H3] The Campaign for Building on Distinction• [H3] Learn More• [H3] Find• [H3] Information for• [H3] m.Brown.edu• [H4] Brown University• [H5] Learn More:• [H5] Find:• [H5] Information For:• [H5] Brown football to host Dartmouth at Boston's iconic Fenway Park• [H5] Sea sponges offer clues to how human-made structures can resist buckling• [H5] New stroke treatment proves effective, both medically and financially• [H5] The Black Shackle: African Americans and the Coal Economy• [H5] The Black Shackle: African Americans and the Coal Economy• [H5] Exhibition - Northern Horizons, Global Visions• [H5] Exhibition: Fatma Bucak: and men turned their faces from there."• [H5] The Black Shackle: African Americans and the Coal Economy• [H5] Exhibition - Northern Horizons, Global Visions• [H5] Brad Weekes, Class of 2017• [H5] Celebrating 25 Years: Reflections of Watson• [H5] This Week in Athletics• [H5] A glimpse of Professor Josiah Carberry• [H6] Information For:
	Images	<p>We found 10 images on this web page.</p> <p>6 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 13%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>

SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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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 89 links including 2 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 14.61%</p> <p>Internal Links 85.39%</p>

In-page links

Anchor	Type	Juice
Skip navigation	Internal	Passing Juice
Learn more	Internal	Passing Juice
About Brown	Internal	noFollow
Academics	Internal	noFollow
Admission	Internal	noFollow
Research	Internal	noFollow
Campus Life	Internal	noFollow
A to Z Index	Internal	noFollow
People Directory	Internal	noFollow
Current Students	Internal	noFollow
Faculty	Internal	noFollow

In-page links

Staff	Internal	noFollow
Families	Internal	noFollow
Alumni	Internal	noFollow
Friends & Neighbors	Internal	noFollow
News	Internal	Passing Juice
Events	Internal	Passing Juice
Visit	Internal	Passing Juice
Campus Life	Internal	Passing Juice
Map	Internal	Passing Juice
Directory	Internal	Passing Juice
Brown Apps	Internal	Passing Juice
Safety	Internal	Passing Juice
A radical message	Internal	Passing Juice
White House honors	Internal	Passing Juice
Dispatches	External	Passing Juice
Winter wonderland	External	Passing Juice
Schedule a Tour	Internal	Passing Juice
Explore & Apply	Internal	Passing Juice
Graduate School	Internal	Passing Juice
Undergraduate Program	Internal	Passing Juice
Executive and Professional Programs	Internal	Passing Juice
See Academic Calendar	Internal	Passing Juice
Explore Academics	Internal	Passing Juice
View Campus Map	Internal	Passing Juice
Get Directions	Internal	Passing Juice
Study Abroad	Internal	Passing Juice
Discover BrownConnect	Internal	Passing Juice
Explore Life After Brown	Internal	Passing Juice

In-page links

Headlines	Internal	Passing Juice
Brown football to host Dartmouth at Boston's iconic Fenway Park	Internal	Passing Juice
Sea sponges offer clues to how human-made structures can resist buckling	Internal	Passing Juice
New stroke treatment proves effective, both medically and financially	Internal	Passing Juice
Events	Internal	Passing Juice
The Black Shackle: African Americans and the Coal Economy	Internal	Passing Juice
The Black Shackle: African Americans and the Coal Economy	Internal	Passing Juice
Exhibition - Northern Horizons, Global Visions	Internal	Passing Juice
Exhibition: Fatma Bucak: and men turned their faces from there."	Internal	Passing Juice
The Black Shackle: African Americans and the Coal Economy	Internal	Passing Juice
Exhibition - Northern Horizons, Global Visions	Internal	Passing Juice
Brad Weekes, Class of 2017	External	Passing Juice
Celebrating 25 Years: Reflections of Watson	External	Passing Juice
This Week in Athletics	External	Passing Juice
On Instagram	External	Passing Juice
On YouTube	External	Passing Juice
A glimpse of Professor Josiah Carberry	External	Passing Juice
On Twitter	External	Passing Juice
Alpert Medical School	Internal	Passing Juice
Maps	Internal	Passing Juice
Self-guided tour	Internal	Passing Juice
Brown & Providence	Internal	Passing Juice
Social@Brown	Internal	Passing Juice
Academic Departments	Internal	Passing Juice
Events Calendar	Internal	Passing Juice
Course Catalog	Internal	Passing Juice

In-page links

Dining: Campus Eateries	Internal	Passing Juice
Library	Internal	Passing Juice
Summer Pre-College Programs	Internal	Passing Juice
Watson Institute	Internal	Passing Juice
Global Brown	Internal	Passing Juice
Swearer Center	Internal	Passing Juice
A to Z Index	Internal	Passing Juice
People Directory	Internal	Passing Juice
Career Opportunities	Internal	Passing Juice
Make a Gift	Internal	Passing Juice
Campus Safety	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Imagine Brown 250+	Internal	Passing Juice
Giving to Brown	Internal	Passing Juice
Maps	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Social Media @ Brown	Internal	Passing Juice
Facebook	External	Passing Juice
YouTube	Internal	Passing Juice
Instagram	Internal	Passing Juice
iTunes U	Internal	Passing Juice
Google+	External	Passing Juice
LinkedIn	External	Passing Juice
SnapChat	External	Passing Juice

SEO Keywords



Keywords Cloud






current directory university neighbors information
campus students life **brown** staff

SEO Keywords




Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
brown	12	✓	✗	✓	✓
campus	5	✗	✗	✗	✓
life	4	✗	✗	✗	✗
directory	4	✗	✗	✗	✗
current	3	✗	✗	✗	✗









Usability

	Url	Domain : brown.edu Length : 9
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	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 : 5 Warnings : 5
	Email Privacy	Great no email address has been found in plain text!





Document

		
	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. Too bad, your website has too many CSS files (more than 4). 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
--	---------------------	--

Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p>http://brown.edu/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> Google Analytics</p>