Website review bucknell.edu

Generated on May 31 2025 18:55 PM

The score is 41/100
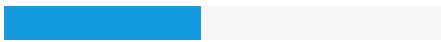
SEO Content

⚠️	Title	Bucknell University | Liberal Arts, Engineering, & Management Colleges **Length : 74** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Make a decision that will change your life for the better, every day. Choose Bucknell, a place where your faculty will inspire you to take bold steps in learning as you innovate, lead, prepare for your career and form friendships for life on our campus in the heart of Pennsylvania. **Length : 282** 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	Good, your page take advantage of Og Properties.

Property	Content
site_name	Bucknell University
type	website
url	https://www.bucknell.edu/
title	Welcome to Bucknell University | Bucknell University

SEO Content

	description	Make a decision that will change your life for the better, every day. Choose Bucknell, a place where your faculty will inspire you to take bold steps in learning as you innovate, lead, prepare for your career and form friendships for life on our campus in
	image	https://www.bucknell.edu/sites/default/files/styles/16_9_l/public/2019-07/social_share_basic.jpg?h=6de9400f

Headings

H1	H2	H3	H4	H5	H6
3	21	17	0	0	0

- [H1] Ready for More?
- [H1] YouTube Video
- [H1] Bucknell University | Liberal Arts, Engineering, & Management Colleges
- [H2] Primary
- [H2] Utility Navigation
- [H2] Search & Additional Links
- [H2] Search
- [H2] Additional Links
- [H2] Find information for
- [H2] Search & More
- [H2] Welcome Class of 2029!
- [H2] Discover the major that matches your passion.
- [H2] Rankings
- [H2] Three Colleges, One Bucknell
- [H2] They've Only Just Begun
- [H2] Interested in learning more?
- [H2] Join the Conversation on Social Media — @BucknellU
- [H2] Meet our students on Instagram
- [H2] Upcoming Events
- [H2] Legal Notice
- [H2] SeeBucknellYourWay
- [H2] Want to learn more about Bucknell?
- [H2] Site Footer
- [H2] Legal Links
- [H3] Menu Navigation Tips
- [H3] Meet Bucknell
- [H3] Admissions & Aid
- [H3] Academics
- [H3] Life at Bucknell
- [H3] Find Information For...
- [H3] Utility Links
- [H3] Helpful Links
- [H3] @BucknellU Social Media Accounts
- [H3] Meet Our Students Social Media Accounts
- [H3] Learn across disciplines to pursue headline-making discoveries.
- [H3] Go beyond problem-solving to create change through engineering.
- [H3] Collaborate with your peers as you work to create a better world.

SEO Content

		- [H3] @BucknellU Social Media Accounts - [H3] Meet Our Students Social Media Accounts - [H3] Get In Touch - [H3] Helpful Links
❌	Images	We found 11 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 : **12%** 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 68 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.94% Internal Links 97.06%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Meet Bucknell	Internal	Passing Juice

In-page links

Plan a Visit	Internal	Passing Juice
Outcomes	Internal	Passing Juice
Bucknell Stories	Internal	Passing Juice
Bucknell Magazine	Internal	Passing Juice
Bucknell Leadership	Internal	Passing Juice
Fast Facts	Internal	Passing Juice
Class Pages	Internal	Passing Juice
History & Traditions	Internal	Passing Juice
Admissions & Aid	Internal	Passing Juice
Plan a Visit	Internal	Passing Juice
Request Information	Internal	Passing Juice
Apply to Bucknell	Internal	Passing Juice
Tuition, Fees & Financial Aid	Internal	Passing Juice
Admissions Dates & Deadlines	Internal	Passing Juice
Virtual Welcome Center	Internal	Passing Juice
I've Been Admitted	Internal	Passing Juice
Find Your Counselor	Internal	Passing Juice
Office of Admissions	Internal	Passing Juice
Office of Financial Aid	Internal	Passing Juice
Admissions Blog & Podcast	Internal	Passing Juice
Academics	Internal	Passing Juice
Majors & Minors	Internal	Passing Juice
College of Arts & Sciences	Internal	Passing Juice
College of Engineering	Internal	Passing Juice
Freeman College of Management	Internal	Passing Juice
Graduate Studies	Internal	Passing Juice
Undergraduate Research Opportunities	Internal	Passing Juice
Beyond the Classroom	Internal	Passing Juice

In-page links

For Current Students	Internal	Passing Juice
Library Services & Information Technology	Internal	Passing Juice
Life at Bucknell	Internal	Passing Juice
Housing & Dining	Internal	Passing Juice
First-year Experience	Internal	Passing Juice
Health, Wellness & Safety	Internal	Passing Juice
Inclusion & Belonging	Internal	Passing Juice
Free Expression	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Athletics	Internal	Passing Juice
Arts & Performances	Internal	Passing Juice
Get Involved	Internal	Passing Juice
Commencement	Internal	Passing Juice
Support Bucknell	Internal	Passing Juice
Calendar	Internal	Passing Juice
News	Internal	Passing Juice
Prospective Students	Internal	Passing Juice
Families of Prospective Students	Internal	Passing Juice
Current Students	Internal	Passing Juice
Current Parents & Families	Internal	Passing Juice
Prospective Employees	Internal	Passing Juice
Faculty & Staff	Internal	Passing Juice
Neighbors	Internal	Passing Juice
Alumni	Internal	Passing Juice
Donors	Internal	Passing Juice
Faculty & Staff A-Z Directory	Internal	Passing Juice
Office A-Z Directory	Internal	Passing Juice
Emergency Information	Internal	Passing Juice

In-page links

Feedback	Internal	Passing Juice
Careers at Bucknell	Internal	Passing Juice
Request information	Internal	Passing Juice
@iamraybucknell	External	Passing Juice
COVID-19 Class Action Settlement	External	Passing Juice
Privacy Policy	Internal	Passing Juice
International Privacy Notice	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Title IX	Internal	Passing Juice

SEO Keywords

Keywords Cloud	icon information college external link students admissions bucknell arts arrow

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
icon	43	✖	✖	✖	✖
bucknell	30	✔	✖	✔	✔
arrow	19	✖	✖	✖	✖
external	14	✖	✖	✖	✖
link	14	✖	✖	✖	✔

Usability

	Url	Domain : bucknell.edu Length : 12

Usability

✓	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 : 0 Warnings : 0
✓	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. ✗ 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	✓ Apple Icon

Mobile

✔ Meta Viewport Tag

✔ Flash content

Optimization

✔	XML Sitemap	Great, your website has an XML sitemap. https://www.bucknell.edu/sitemap.xml
✔	Robots.txt	http://bucknell.edu/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.