Website review hku.hk

Generated on April 01 2025 02:10 AM

The score is 50/100

SEO Content

✅	Title	The University of Hong Kong (HKU) **Length : 33** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Established in 1911, the University of Hong Kong (HKU) is the territory's oldest institute of higher learning and also an internationally recognized, research led, comprehensive university. **Length : 189** 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
url	https://www.hku.hk/
title	The University of Hong Kong (HKU)
description	Established in 1911, the University of Hong Kong (HKU) is the territory's oldest institute of higher learning and also an internationally recognized, research led, comprehensive university.
image	https://www.hku.hk/assets/img/hku-shield-logo.jpg
image:width	400
image:height	210

Headings					
H1	**H2**	**H3**	**H4**	**H5**	**H6**

SEO Content

		1	3	0	0	0	0
		[H1] The University of Hong Kong Index [H2] Global acclaim and recognition [H2] Admissions [H2] A world of knowledge and excellence in ten Faculties					
	Images	We found 30 images on this web page. 4 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 : **2%** 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	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 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.57% Internal Links 96.43%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice

In-page links

About	Internal	Passing Juice
Teaching & Learning	Internal	Passing Juice
Research	Internal	Passing Juice
Knowledge Exchange	Internal	Passing Juice
Faculties & Departments	Internal	Passing Juice
Libraries	Internal	Passing Juice
Prospective Students	Internal	Passing Juice
Current Students	Internal	Passing Juice
Staff	Internal	Passing Juice
Alumni	Internal	Passing Juice
Media	Internal	Passing Juice
Visitors	Internal	Passing Juice
Giving to HKU	Internal	Passing Juice
Events	Internal	Passing Juice
Publications	Internal	Passing Juice
Multimedia	Internal	Passing Juice
HKU Stories	Internal	Passing Juice
Careers	Internal	Passing Juice
繁體	Internal	Passing Juice
High Contrast	Internal	Passing Juice
Maps & Facilities	Internal	Passing Juice
Web Policies & Guidelines	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Site Map	Internal	Passing Juice
Privacy	Internal	Passing Juice
Web Accessibility Statement	Internal	Passing Juice
Top	External	Passing Juice

SEO Keywords

⊙	Keywords Cloud	**contrast hong web university app toggle panel search careers hku**

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hku	3	✔	✖	✔	✖
search	3	✖	✖	✔	✖
university	2	✔	✖	✔	✔
careers	2	✖	✖	✖	✖
web	2	✖	✖	✖	✖

Usability

⊙	Url	Domain : hku.hk Length : 6
✔	Favicon	Great, your website has a favicon.
✔	Printability	Great. We have found 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 : 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. ✔ Great, your website has few CSS files. ✖ Too bad, your website has too many JS files (more than 6). ✖ Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	✔ Apple Icon ✔ Meta Viewport Tag ✔ Flash content

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://hku.hk/robots.txt Great, your website has a robots.txt file.
✔	Analytics	Great, your website has an analytics tool. Google Analytics