Website review
northeastern.edu

Generated on March 29 2025 01:09 AM

The score is 42/100

SEO Content

✅	Title	Home - Northeastern University **Length : 30** Perfect, your title contains between 10 and 70 characters.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	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
locale	en_US
type	website
title	Home
description	Founded in 1898, Northeastern is a global, experiential, research university built on a tradition of engagement with the world.
url	https://www.northeastern.edu/
site_name	Northeastern University
image	https://www.northeastern.edu/wp-content/uploads/northeastern_feature.png
image:width	800
image:height	400
image:type	image/png

SEO Content

◉	Headings	**H1** 3	**H2** 6	**H3** 0	**H4** 0	**H5** 0	**H6** 0
		• [H1] Experience • [H1] Research • [H1] Global • [H2] Undergraduate • [H2] Graduate • [H2] Doctoral • [H2] Explore our global campuses • [H2] #LikeAHusky • [H2] Athletics						
✖	Images	We found 30 images on this web page. 9 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	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 22 links including 2 link(s) to files
◉	Statistics	External Links : noFollow 0% External Links : Passing Juice 9.09% Internal Links 90.91%

In-page links

Anchor	Type	Juice
Read more	Internal	Passing Juice
Learn more about our mission and how to contribute.	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
Get NGN in your inbox	External	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	External	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
https://www.northeastern.edu/wp-content/uploads/Jamie-Wong-Video-Fade.mp4	Internal	Passing Juice
https://www.northeastern.edu/wp-content/uploads/The-Co-Op-Experience_Video-2-Fusion-v3.mp4	Internal	Passing Juice

SEO Keywords

Keywords Cloud	university

SEO Keywords

httpswwwnortheasternwp-contentuploadsop-experiencevideo-2-fusion-v3mp4 northeastern httpswwwnortheasternwp-contentuploadsjamie-wong-video-fademp4 home

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
home	1	✔	✖	✖	✖
northeastern	1	✔	✖	✖	✖
university	1	✔	✖	✖	✖
httpswwwnortheasternwp-contentuploadsjamie-wong-video-fademp4	1	✖	✖	✖	✖
httpswwwnortheasternwp-contentuploadsop-experiencevideo-2-fusion-v3mp4	1	✖	✖	✖	✖

Usability

	Url	Domain : northeastern.edu Length : 16
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.

Usability

✔	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 : 19 Warnings : 5
✘	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✔	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
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap. https://www.northeastern.edu/sitemap_index.xml
✅	Robots.txt	http://northeastern.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.