








Website review plymouth.ac.uk

Generated on March 24 2025 13:32 PM





The score is 50/100







SEO Content

	Title	University of Plymouth Length : 22 Perfect, your title contains between 10 and 70 characters.																	
	Description	Welcome to the University of Plymouth, advancing knowledge, transforming lives. Length : 79 Great, your meta description contains between 70 and 160 characters.																	
	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. <table><tr><th>Property</th><th>Content</th></tr><tr><td>title</td><td>Apply for 2025 entry</td></tr><tr><td>type</td><td>article</td></tr><tr><td>url</td><td>https://www.plymouth.ac.uk/</td></tr><tr><td>description</td><td>Welcome to the University of Plymouth, advancing knowledge, transforming lives.</td></tr><tr><td>site_name</td><td>University of Plymouth</td></tr></table>						Property	Content	title	Apply for 2025 entry	type	article	url	https://www.plymouth.ac.uk/	description	Welcome to the University of Plymouth, advancing knowledge, transforming lives.	site_name	University of Plymouth
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	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>0</td><td>10</td><td>5</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H2] It's your future• [H2] Make it count• [H2] BSearch all courses• [H2] Make it Plymouth, Britain's best city to live and work*• [H2] Discover postgraduate opportunities to take your learning and career further						H1	H2	H3	H4	H5	H6	0	10	5	0	0	0
H1	H2	H3	H4	H5	H6														
0	10	5	0	0	0														

SEO Content

		<ul style="list-style-type: none"> • [H2] In Plymouth we are tackling global challenges • [H2] Explore our teaching, research and support facilities • [H2] What's on • [H2] Popular links • [H2] Contact us • [H3] Study • [H3] Research • [H3] International • [H3] Business • [H3] About
	Images	<p>We found 18 images on this web page.</p> <p>1 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 : 0%</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	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 53 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 13.21%</p> <p>Internal Links 86.79%</p>

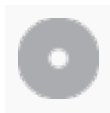
In-page links

Anchor	Type	Juice
Study	Internal	Passing Juice
Courses	Internal	Passing Juice
Undergraduate	Internal	Passing Juice
Postgraduate	Internal	Passing Juice
Postgraduate research	Internal	Passing Juice
Professional development	Internal	Passing Juice
Student life	Internal	Passing Juice
Accommodation	Internal	Passing Juice
Library services	Internal	Passing Juice
Important dates	Internal	Passing Juice
Register for an open day	Internal	Passing Juice
Research	Internal	Passing Juice
Institutes	Internal	Passing Juice
Impact	Internal	Passing Juice
Research Excellence Framework 2021	Internal	Passing Juice
Public Policy	Internal	Passing Juice
International	Internal	Passing Juice
Application advice	Internal	Passing Juice
Apply from your country	Internal	Passing Juice
Advice for international students	Internal	Passing Juice
Exchange and free mover opportunities	Internal	Passing Juice
Business	Internal	Passing Juice
Degree apprenticeships	Internal	Passing Juice
Knowledge Transfer Partnerships	Internal	Passing Juice
Academic partnerships	Internal	Passing Juice
Donate	Internal	Passing Juice
Collaborate	Internal	Passing Juice

In-page links

[illegible]

SEO Keywords



Keywords Cloud

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : plymouth.ac.uk 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 : 21 Warnings : 22
	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.

Document



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.
- ✓ Perfect, your website has few JavaScript files.
- ✓ 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.plymouth.ac.uk/sitemaps/sitemap.xml>



Robots.txt

<http://plymouth.ac.uk/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.