Website Analysis:
oxfordpublish.org

Generated on February 02 2026 08:42 AM

The score is 52/100

SEO Content

✅	Title	Oxford Brookes University | Study Publishing and Journalism in Oxford Length : 69 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	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	H1: 1, H2: 5, H3: 15, H4: 2, H5: 0, H6: 0

H1	H2	H3	H4	H5	H6
1	5	15	2	0	0

- [H1] Study Publishing and Journalism in Oxford
- [H2] Oxford International Centre for Publishing and Journalism
- [H2] Contact us
- [H2] Location map
- [H2] Social media
- [H2] Footer Navigation
- [H3] About Us
- [H3] Our Research
- [H3] Courses
- [H3] Employment
- [H3] News and Events
- [H3] Media
- [H3] BA Media, Journalism and Publishing »
- [H3] Masters courses in Publishing »
- [H3] Masters course in Journalism »
- [H3] Our Alumni »
- [H3] Excellent programmes
- [H3] Excellence in research

SEO Content

- [H3] Excellence in consultancy
- [H3] Excellent relationships with industry
- [H3] Excellent location
- [H4] Oxford International Centre for Publishing
- [H4] Oxford International Centre for Publishing

✓	Images	We found 9 images on this web page. Good, most or all of your images have alt attributes
✓	Text/HTML Ratio	Ratio : 15% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✓	Flash	Perfect, no Flash content has been detected on this page.
✓	Iframe	Great, there are no Iframes detected on this page.

SEO Links

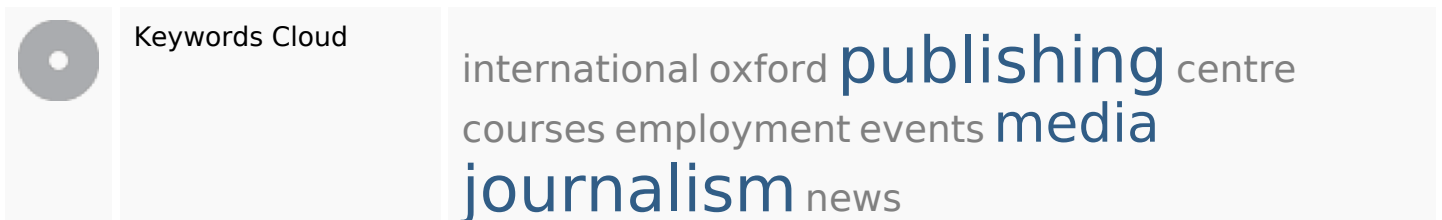|		
✓	URL Rewrite	Good. Your links looks friendly!
✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✓	In-page links	We found a total of 9 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 22.22% Internal Links 77.78%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Home	External	Passing Juice

In-page links

OICP	Internal	Passing Juice
OX3 0BP	External	Passing Juice
Login to Edit	Internal	Passing Juice
Policies	Internal	Passing Juice
Privacy	Internal	Passing Juice
Cookies	Internal	Passing Juice
Modern slavery statement	Internal	Passing Juice

SEO Keywords

Keywords Cloud	international oxford **publishing** centre courses employment events **media** **journalism** news

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
publishing	13	✔	✖	✖	✔
journalism	11	✔	✖	✖	✔
media	8	✖	✖	✖	✔
centre	5	✖	✖	✖	✔
events	5	✖	✖	✖	✔

Usability

	Url	Domain : oxfordpublish.org Length : 17
✅	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 : 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). ✖ Too bad, your website does not take advantage of gzip.

Mobile

⚪	Mobile Optimization	✅ Apple Icon ✅ Meta Viewport Tag ✅ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. http://oxfordpublish.org/sitemap.xml
✓	Robots.txt	http://oxfordpublish.org/robots.txt Great, your website has a robots.txt file.
✓	Analytics	Great, your website has an analytics tool. Google Analytics