# Website Analysis: royalholloway.ac.uk

The score is 47/100

## SEO Content

| | | |
|---|---|---|
| ✅ | Title | Royal Holloway, University of London<br><br>Length : 36<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✅ | Description | Royal Holloway, University of London is a research-intensive university proud of our distinctive history and driven by social purpose.<br><br>Length : 134<br><br>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. |

| Property | Content |
|---|---|
| title | Royal Holloway, University of London |
| type | website |
| url | / |
| image | https://www.royalholloway.ac.uk/ |

### Headings

| H1 | H2 | H3 | H4 | H5 | H6 |
|---|---|---|---|---|---|
| 1 | 15 | 17 | 0 | 0 | 0 |

- [H1] Royal Holloway, University of London
- [H2] Site search
- [H2] Studying Here
- [H2] Student Life
- [H2] Research & Education
- [H2] About us
- [H2] In this section
- [H2] In this section
- [H2] In this section

# SEO Content

|  |  | |
|---|---|---|
|  |  | - [H2] In this section<br>- [H2] Royal Holloway scholarships<br>- [H2]<br>- [H2] Discover<br>- [H2] Virtual Experience<br>- [H2] Discover<br>- [H2] Groundbreaking from the beginning. Essential now.<br>- [H3] More<br>- [H3] Visit Royal Holloway<br>- [H3] Our prospectuses<br>- [H3] Foundation Year<br>- [H3] The Students' Union<br>- [H3] Sport<br>- [H3] The local area<br>- [H3] Research in focus<br>- [H3] Research culture<br>- [H3] Institute of Social Purpose Innovation<br>- [H3] Find the right course<br>- [H3] Open Day - Saturday 13 June<br>- [H3] Apply for accommodation<br>- [H3] For research that matters<br>- [H3] New study looks at hidden privacy concerns of menopause tech<br>- [H3] Royal Holloway and International Social Security Association research reveals how global social security systems are adapting to unprecedented crises<br>- [H3] StoryFutures appoints new co-directors to lead next chapter of innovation |
| ❌ | Images | We found 14 images on this web page.<br><br>5 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%<br><br>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! |

# SEO Links

| | | |
|---|---|---|
| ✓ | Underscores in the URLs | Perfect! No underscores detected in your URLs. |
| ✓ | In-page links | We found a total of 72 links including 0 link(s) to files |
| ○ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 1.39%<br><br>Internal Links 98.61% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Skip to main content | Internal | Passing Juice |
| Royal Holloway University of London | Internal | Passing Juice |
| Studying Here | Internal | Passing Juice |
| Find your course | Internal | Passing Juice |
| Applying | Internal | Passing Juice |
| Fees and funding | Internal | Passing Juice |
| International students | Internal | Passing Juice |
| Undergraduate prospectus | Internal | Passing Juice |
| Postgraduate prospectus | Internal | Passing Juice |
| Your future career | Internal | Passing Juice |
| Central London campus | Internal | Passing Juice |
| For parents and supporters | Internal | Passing Juice |
| Schools and colleges | Internal | Passing Juice |
| Sign up for more information | Internal | Passing Juice |
| Overview | Internal | Passing Juice |
| Accommodation | Internal | Passing Juice |
| Visit Royal Holloway | Internal | Passing Juice |
| Our campus | Internal | Passing Juice |

# In-page links

| Link | Type | Status |
| --- | --- | --- |
| Being a student | Internal | Passing Juice |
| Chat with our students | Internal | Passing Juice |
| Support and wellbeing | Internal | Passing Juice |
| Virtual Experience | Internal | Passing Juice |
| Overview | Internal | Passing Juice |
| Departments and schools | Internal | Passing Juice |
| Research | Internal | Passing Juice |
| Education | Internal | Passing Juice |
| Collaborate with us | Internal | Passing Juice |
| Access our facilities | Internal | Passing Juice |
| Overview | Internal | Passing Juice |
| Contact us | Internal | Passing Juice |
| News | Internal | Passing Juice |
| Events | Internal | Passing Juice |
| The library | Internal | Passing Juice |
| Our history | Internal | Passing Juice |
| Art Collections and Archives | Internal | Passing Juice |
| Equality, Diversity and Inclusion | Internal | Passing Juice |
| Our alumni | Internal | Passing Juice |
| Recruiting our students | Internal | Passing Juice |
| Environmental Sustainability | Internal | Passing Juice |
| Global Engagement and Partnerships | Internal | Passing Juice |
| University of Sanctuary | Internal | Passing Juice |
| Overview | Internal | Passing Juice |
| Media | Internal | Passing Juice |
| Jobs | Internal | Passing Juice |
| Facts and figures | Internal | Passing Juice |
| Term dates | Internal | Passing Juice |

# In-page links

| | | |
|---|---|---|
| Senior Leadership Team and governance | Internal | Passing Juice |
| Our strategy | Internal | Passing Juice |
| Online shops | Internal | Passing Juice |
| How to find us | Internal | Passing Juice |
| Financial information | Internal | Passing Juice |
| Local community | Internal | Passing Juice |
| Legal Advice Centre | Internal | Passing Juice |
| Student intranet | Internal | Passing Juice |
| Staff intranet | Internal | Passing Juice |
| Apply for a job | Internal | Passing Juice |
| Applicant Portal | External | Passing Juice |
| Online shop | Internal | Passing Juice |
| Alumni | Internal | Passing Juice |
| Conferences and events | Internal | Passing Juice |
| For parents and supporters | Internal | Passing Juice |
| For schools and colleges | Internal | Passing Juice |
| For business | Internal | Passing Juice |
| For international agents | Internal | Passing Juice |
| Local community | Internal | Passing Juice |
| Media enquiries | Internal | Passing Juice |
| Privacy &amp; cookies | Internal | Passing Juice |
| Disclaimer | Internal | Passing Juice |
| Terms &amp; conditions | Internal | Passing Juice |
| Accessibility | Internal | Passing Juice |
| Modern slavery | Internal | Passing Juice |
| Policies Hub | Internal | Passing Juice |

# SEO Keywords

Keywords Cloud

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|

# Usability

| | Url | Domain : royalholloway.ac.uk<br>Length : 19 |
|---|---|---|
| | 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<br>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. |

# 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. |
| | | ✖ 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://royalholloway.ac.uk/sitemap.xml |

| | Robots.txt | http://royalholloway.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. |