Website review derby.ac.uk

Generated on November 08 2024 11:46 AM

The score is 63/100

SEO Content

⚠️	Title	University of Derby - BA, BSc, FdA, FdSc, MA, MSc, PhD Degrees & Short Courses - University of Derby **Length : 104** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	The University of Derby is a modern university located in the heart of England. We build on our region's heritage of innovation to provide industry-relevant, expert teaching, from foundation and undergraduate degrees through to postgraduate study, short courses and research. Our academic strength is backed up by practical experience to ensure our students are ready for a successful career. **Length : 392** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✅	Keywords	undergraduate, postgraduate, university, apprenticeships, university in Derby, midlands university Good, your page contains meta keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
url	https://www.derby.ac.uk/
description	The University of Derby is a modern university located in the heart of England. We build on our region's heritage of innovation to provide industry-relevant, expert teaching, from foundation and undergraduate degrees through to postgraduate study, short courses and research. Our academic strength is backed up by practical experience to ensure our students are ready for a successful career.

SEO Content

		image	https://cdn-derbyacuk.terminalfour.net/media/derbyacuk/assets/study/undergraduate/PICS001-BW-15276-(1)-(1).jpg

	Headings						
		H1	**H2**	**H3**	**H4**	**H5**	**H6**
		1	10	3	0	0	0

- [H1] The Future is You
- [H2] Why the turtle?
- [H2] Remembrance Day
- [H2] Undergraduate Open Days
- [H2] Postgraduate Open Events
- [H2] Study at Derby this January
- [H2] We are gold
- [H2] Making a difference
- [H2] Innovation and research
- [H2] Undergraduate prospectus 2025 out now - the future is you
- [H2] Our latest news
- [H3] Growing innovation and business
- [H3] Civic University Agreement
- [H3] Student success

	Images	We found 14 images on this web page. 1 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 : **24%** 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	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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 34 links including 0 link(s) to files

SEO Links

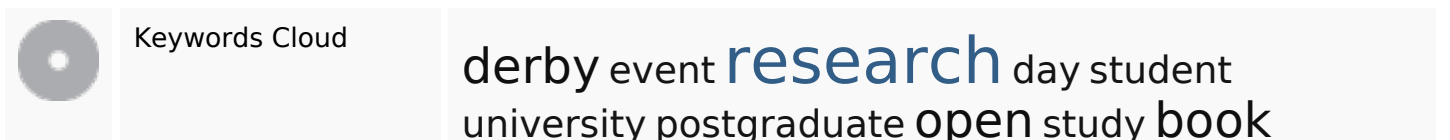|	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 2.94%
		Internal Links 97.06%

In-page links

Anchor	Type	Juice
Skip Navigation	Internal	Passing Juice
Course Search	Internal	Passing Juice
Study	Internal	Passing Juice
Life	Internal	Passing Juice
International	Internal	Passing Juice
Research	Internal	Passing Juice
Business Services	Internal	Passing Juice
Alumni	Internal	Passing Juice
International	Internal	Passing Juice
Watch the Buxton Awards Ceremonies 2024	Internal	Passing Juice
Michael Sweet	Internal	Passing Juice
developed a pioneering technique which encourages corals to reproduce	Internal	Passing Juice
featured in The Times in January 2024	External	Passing Juice
Read more about the Armed Forces Covenant	Internal	Passing Juice
Read the full press release.	Internal	Passing Juice
Long Covid research team wins global award	Internal	Passing Juice
British motorcycle champion among those to receive Derby honorary degree	Internal	Passing Juice
Commitment to climate education and action recognised	Internal	Passing Juice
Read more news	Internal	Passing Juice
Find us	Internal	Passing Juice

In-page links

Contact us	Internal	Passing Juice
Events	Internal	Passing Juice
Blog	Internal	Passing Juice
Jobs	Internal	Passing Juice
Press	Internal	Passing Juice
Our staff	Internal	Passing Juice
Our organisation	Internal	Passing Juice
Data governance	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Privacy policy	Internal	Passing Juice
Modern Slavery	Internal	Passing Juice
Safeguarding	Internal	Passing Juice
Prevent	Internal	Passing Juice
Covid-19	Internal	Passing Juice

SEO Keywords

Keywords Cloud	derby event research day student university postgraduate open study book

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
research	44	✖	✖	✔	✔
open	24	✖	✖	✖	✔
derby	23	✔	✔	✔	✔
book	22	✖	✖	✖	✖
postgraduate	17	✖	✔	✔	✔

Usability

⬤	Url	Domain : derby.ac.uk Length : 11
✅	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 : 12 Warnings : 19
✅	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). ✅ 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.derby.ac.uk/sitemap.xml
✔	Robots.txt	http://derby.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.