🏆 SEO Audit Report – https://www.coursera.org/

扫描时间 2025-05-20 21:59:26 | **总分** 54.6 / 100

核心结论：The Coursera website has moderate SEO performance with strengths in technical structure but needs significant improvements in content quality and authority.

1. 总览

维度	得分
tech	16.0
content	6.7
structure	20.0
perf	11.9
authority	0

Overall Gauge

2. 技术合规 (20)

指标	实测
HTTP 状态	200
HSTS	True
CSP	False
robots.txt	200
Sitemap	1

Security Heatmap

3. 页面内容 (20)

指标	实测
H1 Count	1
H2 Count	13
H3 Count	27

指标	实测
Missing Alt Images	51
Text Ratio (%)	1.08

Heading Histogram

4. 结构 & 可访问性 (20)

指标	实测
Internal Links	125
External Links	25
Nav Links	8
Schema Types	Organization

Link Pie
Schema Cloud

5. 性能 & 体验 (20)

指标	实测
LCP	3.02
FID/INP	10326.40
CLS	0.018577787338421407
TTFB	None

Performance Line

6. 权威 & 语义 (20)

指标	实测
Structured Data Count	111
Tech Stack	Contentful, Google Sign-in, React

Radar Chart

7. 细节

▶ 首段正文

▶ Quick Tips

8. LLM 建议

Improve content quality by increasing text ratio and ensuring headings are more descriptive and relevant to the page's focus.

Add alt text to the 51 missing alt attributes on images to enhance accessibility and SEO.

Enhance authority by building more backlinks and possibly adding more structured data types beyond just 'Organization'.

Optimize the meta description and title tags to better reflect the diverse offerings and target more specific keywords.

Consider reducing the number of H3 tags (currently 27) to improve content hierarchy and focus.