



SEO Audit Report –


https://www.coursera.org/

扫描时间 2025-05-20 21:56:27 | 总分 56.0 / 100

核心结论: The Coursera website has a moderate SEO score of 56, with strengths in structure but weaknesses in content and technical SEO, particularly in missing alt attributes for images and low text ratio.

1. 总览

维度	得分
tech	16.0
content	6.7
structure	20.0
perf	13.3
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	35

指标	实测
Missing Alt Images	57
Text Ratio (%)	1.3

Heading Histogram

4. 结构 & 可访问性 (20)

指标	实测
Internal Links	138
External Links	25
Nav Links	8
Schema Types	Organization

Link Pie
Schema Cloud

5. 性能 & 体验 (20)

指标	实测
LCP	2.20
FID/INP	10400.48
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 the content score by increasing the text-to-HTML ratio and ensuring the content is more comprehensive and keyword-rich.

Add alt attributes to the 57 images currently missing them to enhance accessibility and image SEO.

Enhance technical SEO by addressing the low performance score, possibly through optimizing page speed and ensuring mobile responsiveness.

Increase the authority score by building more high-quality backlinks and improving social media integration and engagement.

Consider reducing the number of H3 tags (currently 35) to improve content hierarchy and readability.