

SEO Analysis of Bennett University and Princeton University Websites: Identifying Opportunities for Improvement

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1 Introduction

Competitive analysis is a critical step for any industry or institution that desires to remain ahead of its competition. In higher education, universities try to enhance their online existence to draw more students and stakeholders. In this project, we will be conducting a comparative audit of two university websites: Bennett University and Princeton University.

We strive to identify the strengths and weaknesses of both websites and provide actionable suggestions for improvement. By examining factors such as content gaps and opportunities, technical SEO problems, off-page SEO problems, website structure, user experience, and competitive insights, we will gain a comprehensive understanding of each website's SEO health and position.

Through this analysis, we will also be able to pinpoint areas where Bennett University's website can improve, and draw inspiration from Princeton University's website on what works well. Our ultimate goal is to help Bennett University gain more traffic, rank for specific keywords, and enhance its online reputation.

So, buckle up, and let's dive into this exciting journey of analyzing and improving university websites to stay ahead of the competition.

2 Page Load Speed

<https://gtmetrix.com/>

When it comes to website performance, speed is crucial. We used **GT-Metrix** to test the page load speed of two universities' websites, Princeton and Bennett. The results were surprising. Princeton's website received an A grade with a whopping 98% performance score, while Bennett's website received an E grade with a disappointing 51% performance score.

Princeton's website is absolutely optimized for speed, delivering a quick and smooth user experience. On the other hand, Bennett's website has some performance issues that need to improve the user experience. With a lower score,

users may experience longer load times, which could lead to frustration and even desertion of the site.

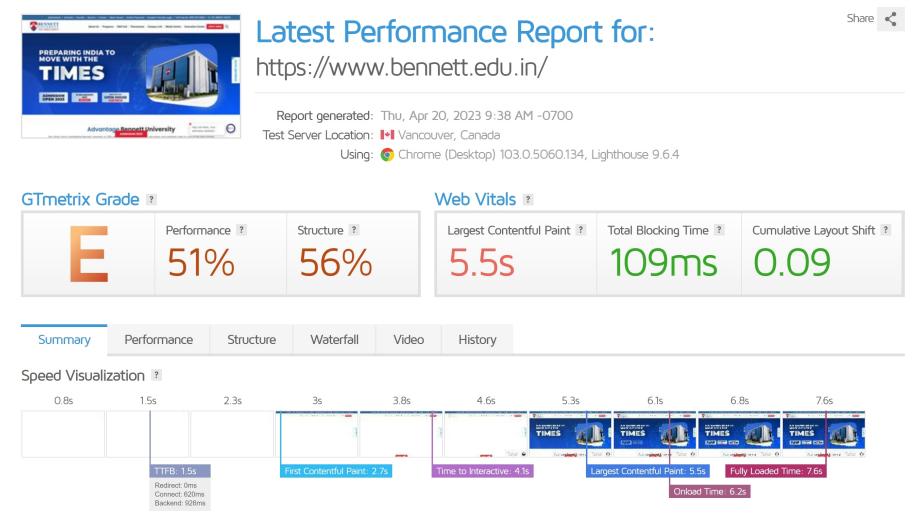


Figure 1: Bennett University Load Speed

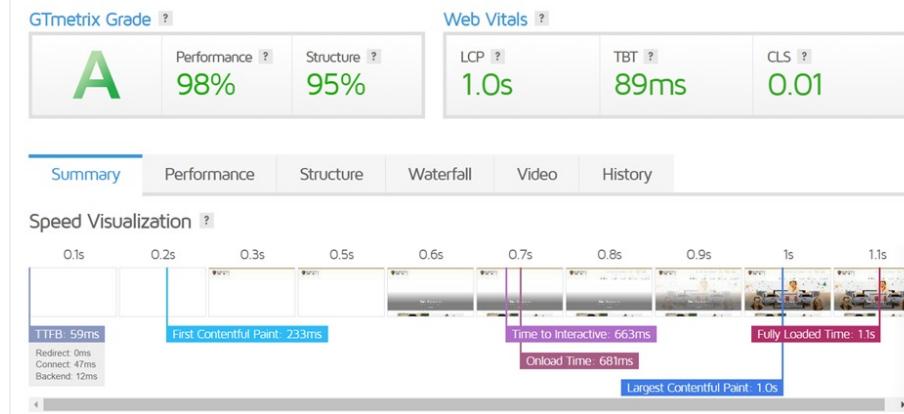


Figure 2: Princeton University Load Speed

In conclusion, website speed is a critical factor that can seriously influence user experience and engagement. Princeton University holds excellence in this area, while Bennett University has room for improvement. GTMetrix identified several top issues impacting Bennett University's website speed. These audits include eliminating render-blocking resources, reducing initial server response time, avoiding an excessive DOM size, enabling text compression, and using a Content Delivery Network (CDN). By addressing these issues, Bennett Uni-

versity can significantly improve its website's speed and provide a better user experience for its visitors. By addressing its website's performance issues, Bennett University can improve its user experience and stay competitive in the digital landscape.

3 NewsLetter

After comparing the newsletters of both websites, we observed that Bennett's newsletter is well-organized and easy to follow, while Princeton's newsletter appears to be more complex and less structured.

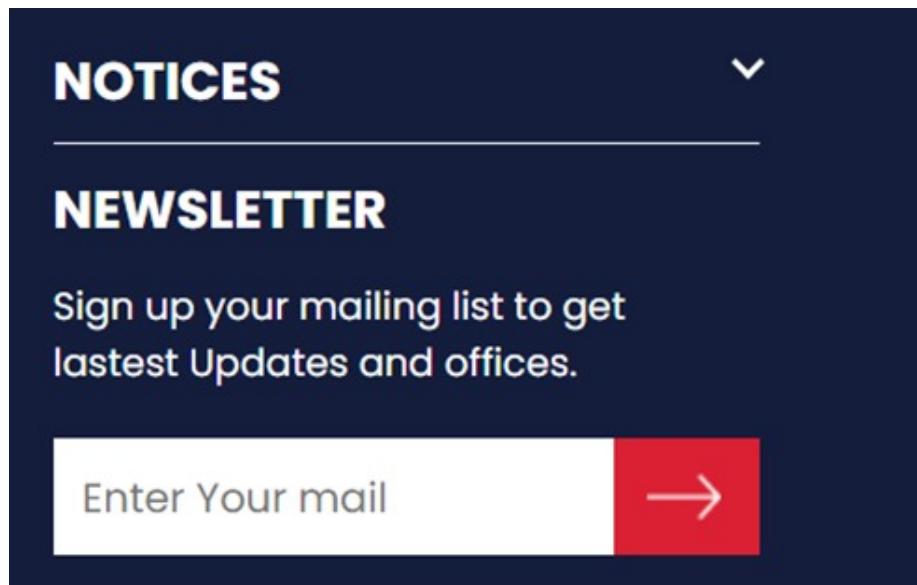


Figure 3: Bennett University Newsletter

Subscribe To Our Newsletter

Each week the Office of Community and Regional Affairs publishes a free electronic newsletter with information about events, opportunities and updates that are of interest to the wider Princeton community. A copy of the most recent edition of this newsletter, as well as a link to sign up to receive the weekly newsletter, are available below.

[Subscribe to UPROAR](#)

Recent issue of Uproar

[April 14, 2023](#)

Figure 4: Princeton University Newsletter

4 Domain and Page Authority

<https://smallseotools.com/page-authority-checker/>

Domain Authority (DA) and Page Authority (PA) are important metrics that can indicate the credibility and trustworthiness of a website. Bennett University has a DA of 38 and a PA of 47, while Princeton University boasts a significantly higher DA of 92 and PA of 75. These metrics are calculated based on various factors such as the quality of backlinks, website content, and user engagement.

A high DA and PA can not only enhance a website's credibility but can also positively impact its search engine ranking. However, it's important to note that DA and PA are not the only factors that determine a website's ranking. Content quality, website speed, and user experience also play a significant role in determining a website's overall performance.

While Princeton University holds a significant lead over Bennett University in terms of DA and PA, it's important to remember that these metrics are not the be-all and end-all of website performance. Bennett University can still improve its website's credibility and user engagement by implementing other SEO tactics such as content optimization, user experience improvements, and effective backlinking strategies. By addressing these factors, Bennett University can boost its online presence and establish itself as a credible source of information in its industry-par

Web Page	DA	PA
https://www.bennett.edu.in/	38	47

Figure 5: Domain and Page Authority of Bennett University

Web Page	DA	PA
https://www.princeton.edu/	92	75

Figure 6: Domain and Page Authority of Princeton University

5 Headlines

<https://coschedule.com/headline-studio>

The first visible headline on a web page that has been optimized for search engine crawlers is known as an SEO headline. Your overall subscores for readability, SEO, and sentiment are your headline scores. Writing titles that are easy to read can help readers comprehend your content and title more quickly and will likely appeal to a wider audience. The SEO sub-score calculates your title's likelihood of performing well in Google search results. The following inputs are used to calculate the overall SEO score.

The screenshot shows the Headline Studio interface with the following details:

- Headline:** Preparing India to move with the TIMES
- Headline Score:** 52
- SEO Score:** 27
- Headline AI:** (button)
- Version:** VERSION 1/25
- Pro Tip:** Improve Your Headline Score (See the overall score for your current headline, plus a detailed breakdown of your headline results so you can see where to improve your headline. Learn how to write headlines that drive more traffic & shares.)
- Suggestions:**
 - Increase your **emotional words** (Open word bank)
 - Increase your **uncommon words** (Open word bank)
 - Decrease your **common words** (Open word bank)
 - Increase your **word count** by at least 2 words (See word count)
 - Increase your **character count** by at least 3 characters (See character count)
 - Rephrase your headline as a question, list, or how-to statement (See headline type)
 - Add more emotionally positive or negative words (See sentiment)

Figure 7: Headline Analysis of Bennett University

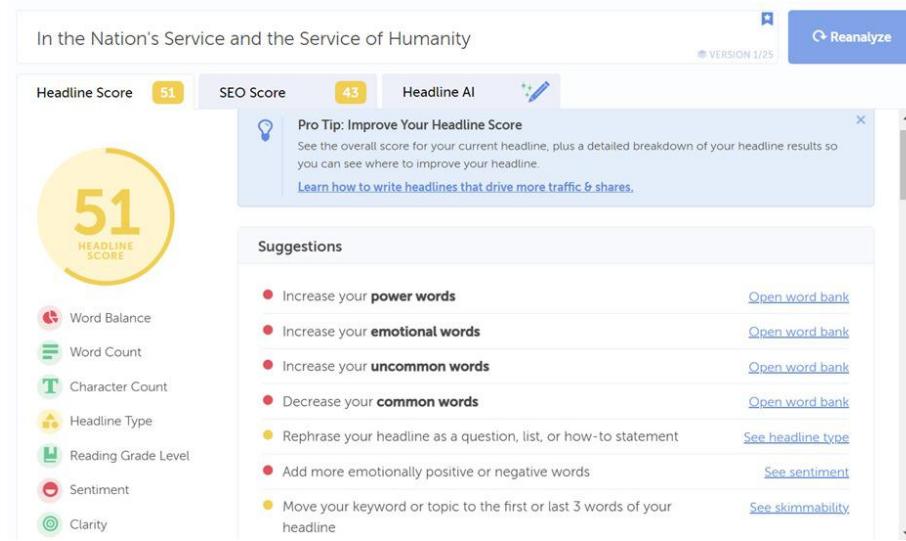


Figure 8: Headline Analysis of Princeton University

6 Mobile Friendly Test

<https://search.google.com/test/mobile-friendly>

We conducted a mobile-friendly test for both websites using **Google's Mobile-Friendly Test tool** and found that both pages are optimized for mobile use. Upon reviewing the HTML code, we discovered that both sites have well-implemented styles. Although Princeton's code is slightly clearer than Bennett's, both sites are usable on mobile devices.

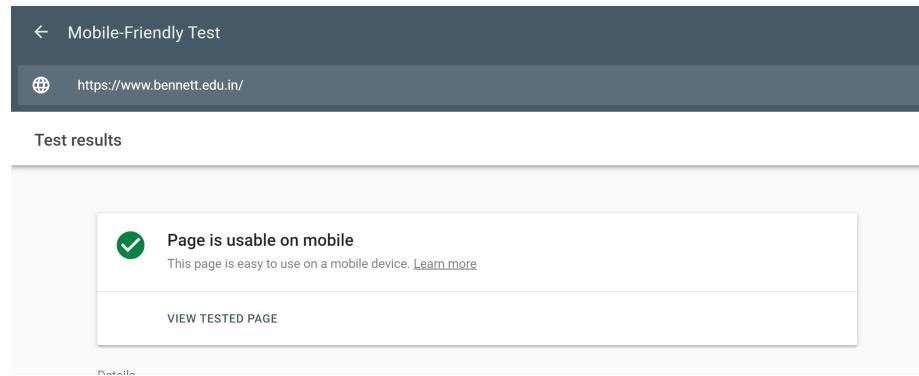


Figure 9: Bennett University Mobile Friendly Test

Figure 10: Bennett University Mobile Friendly Test Code

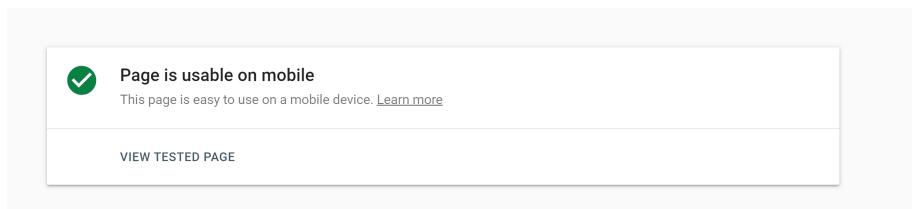


Figure 11: Princeton University Mobile Friendly Test Code

Figure 12: Princeton University Mobile Friendly Test Code

7 Page Visits

<https://www.similarweb.com/>

We also compared the website traffic and engagement of both sites using **SimilarWeb** and found that Princeton had significantly more page visits than Bennett, likely due to its Ivy League status and long-established reputation. However, despite these differences, we discovered a surprising statistic. Bennett's visit duration is actually better than Princeton's. This suggests that even as a newer and less established university, Bennett is able to attract visitors who are more engaged with the site and spend more time exploring its content.

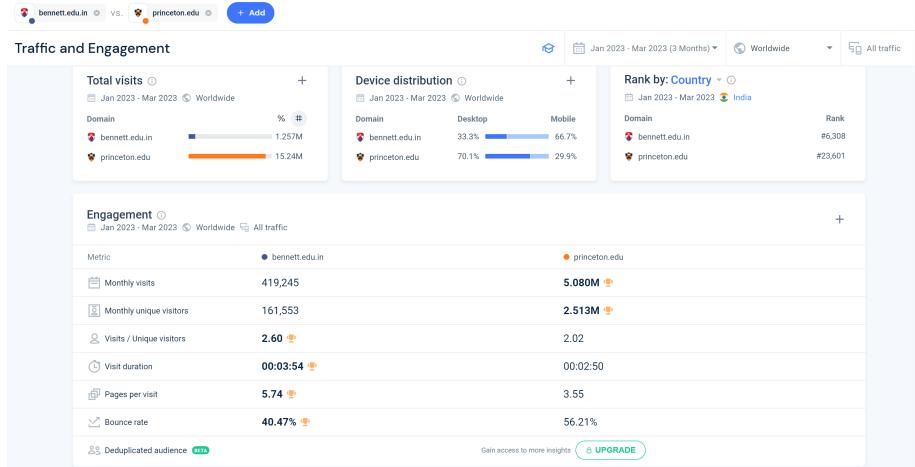


Figure 13: Traffic and Engagement of both the websites

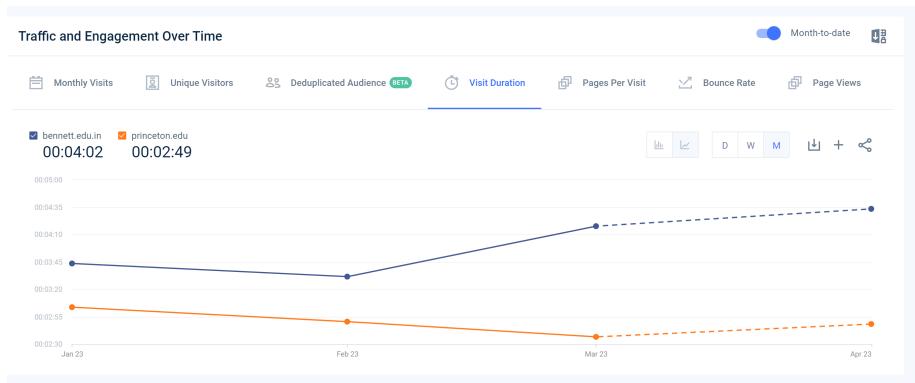


Figure 14: Visit Duration of the Websites

8 Heatmaps

<https://attentioninsight.com/>

Heatmaps are tools for displaying data that are intended to give website owners insight into how well a particular page is working.

By depicting information with colour, the goal is to make it simple for consumers to visualise complex data sets.

The maximum level of engagement is indicated by the warmest colour on a heatmap, which measures user behaviour on a scale from red to blue, with the lowest levels of involvement being indicated by the coolest colour. Heatmaps are most frequently used to understand friction points on websites, how customers engage with on-page features like CTA buttons, and how users navigate them.

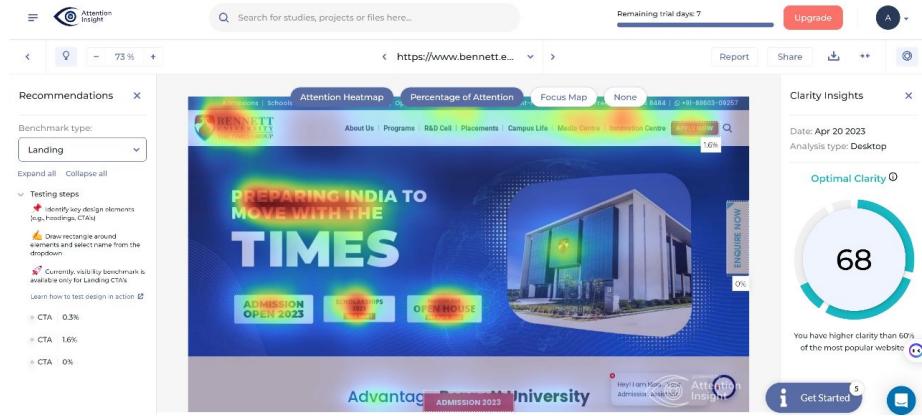


Figure 15: Heatmap of Bennett University homepage

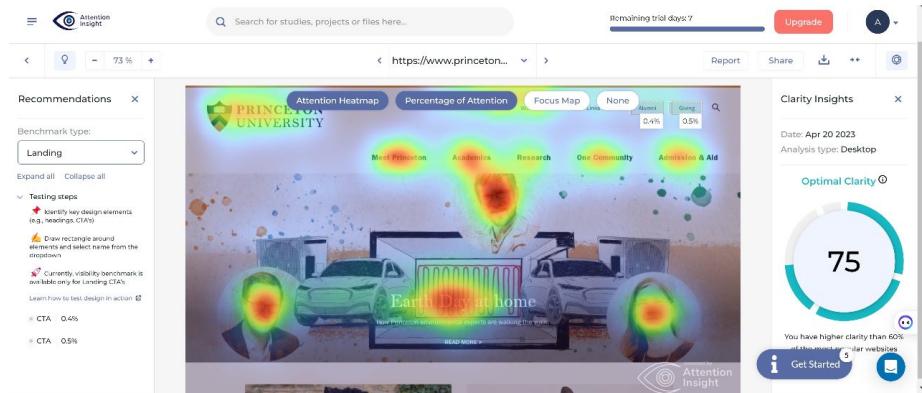


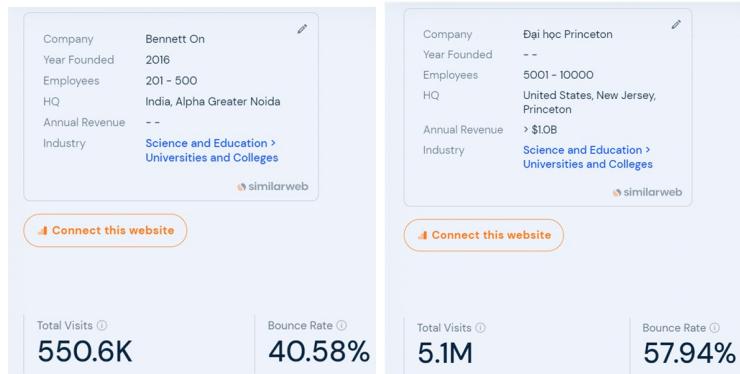
Figure 16: Heatmap of Princeton University homepage

9 Bounce Rate

<https://www.similarweb.com/> A bounce rate is a metric that represents the portion of users who exit a website after viewing only one page. In different words, it calculates the level of engagement a website can generate. An increased bounce rate means that visitors are not finding what they are looking for or that the website is not amusing enough. On the other hand, a low bounce rate means that visitors are finding what they need and are curious in exploring more pages on the website.

In our analysis, we found that Bennett University has a lower bounce rate of 40.58% compared to Princeton University's 57.94%. This suggests that visitors to Bennett's website are more engaged and interested in exploring more pages, which is an optimistic sign for the university's digital presence. While Princeton's bounce rate is higher than Bennett's, it's still within an acceptable range.

Overall, a low bounce rate indicates that a website is delivering a good user experience and that visitors are seeing what they need, which can lead to improved engagement and conversions. Bennett University's lower bounce rate indicates that it's doing a good job of engaging its visitors and keeping them interested in exploring more of its website.



(a) Bounce Rate of Bennett University (b) Bounce Rate of Princeton University

Figure 17: Bounce Rates of both the Universities

10 Meta Description

<https://www.screamingfrog.co.uk/seo-spider/>

A meta description is a short overview of the content of a web page. It is a snippet of text that occurs below the page title in the search engine results pages (SERPs) and gives the page's content. The goal of a meta description is to attract search engine users to click on the link and visit the web page.

A meta description is a part of on-page SEO. On-page SEO refers to the techniques used to optimize individual web pages to rank higher and earn more relevant traffic in search engines.

We used Screaming Frog SEO Spider to check the meta description of the two and we even used the website itself. If you want to find out whether a given page is using meta tags, just right-click anywhere on the page and select “View Page Source.”

Although both websites hold a good meta description, Princeton has a comparatively better meta description, which is more detailed and informative. A well-written meta description can lead to higher click-through rates, which can result in more traffic to the website. Thus, having a good meta description is an important aspect of on-page SEO.

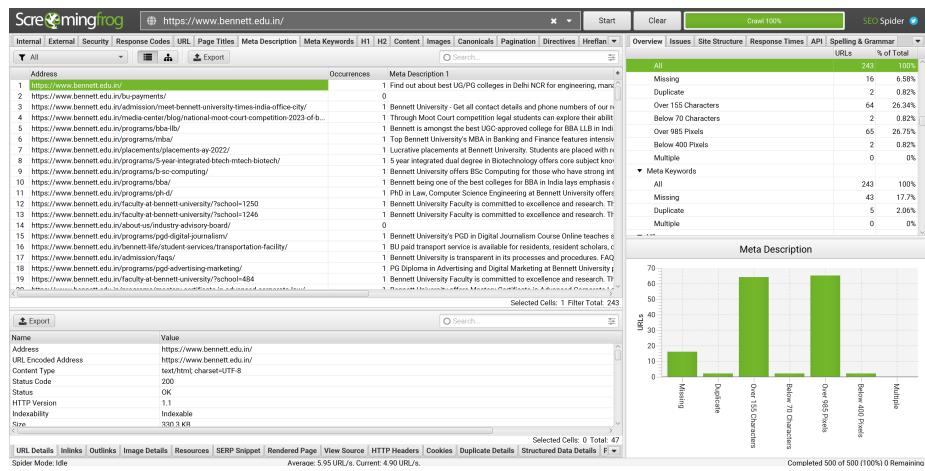


Figure 18: Meta Description of Bennett University using Screaming Frog SEO Spider

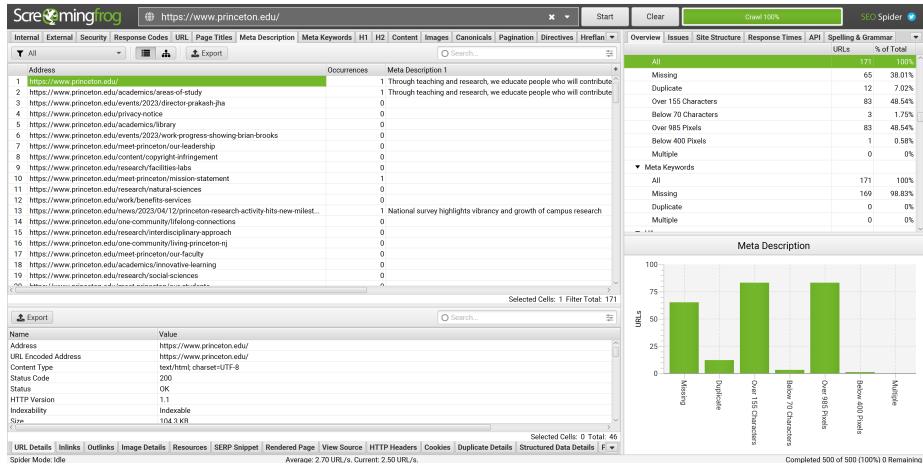


Figure 19: Meta Description of Princeton University using Screaming Frog SEO Spider

```
<!DOCTYPE html>
<html lang="en-US" class="js">
<!-->
<head> == $0
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <link rel="profile" href="https://w3c.org/xfn/11">
    <meta name="viewport" content="initial-scale=1, maximum-scale=1">
    <meta name="google-site-verification" content="PR-KECCP0j3myoGrAopwZixAYcGFqIb-aCloyxFReY">
    <meta name="facebook-domain-verification" content="sa_6738Fn1ZprFhGldg3f1F40DipTouIgbbjD4pbE">
    <meta name="font-family" content="Inter, Roboto, sans-serif">
    <link href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/4.7.0/css/font-awesome.min.css" media="all">
    <link href="https://fonts.googleapis.com/css?family=Roboto:wght@400;500;700;900&display=swap" rel="stylesheet">
    <link href="https://fonts.googleapis.com/css2?family=Poppins:wght@300;400;500;700;900&display=swap" rel="stylesheet">
    <script type="text/javascript" id="www-widgetapi-script" src="https://www.youtube.com/player/gF20102c/www-widgetapi.vfiset/www-widgetapi.js" async>
</script>
```

Figure 20: Meta Tags of Bennett University

```
<meta name="description" content="Through teaching and research, we educate people who will contribute to society and develop knowledge that will make a difference in the world.">
<meta property="fb:app_id" content="238312316239555">
<meta property="og:site_name" content="Princeton University">
<meta property="og:type" content="website">
<meta property="og:url" content="https://www.princeton.edu/node/141"/>
<meta property="og:title" content="Princeton University">
<meta property="og:description" content="Through teaching and research, we educate people who will contribute to society and develop knowledge that will make a difference in the world.">
<meta property="og:image" content="https://www.princeton.edu/sites/default/files/images/2017/06/20060425_NassauHall_31_IMG_5973.jpg">
<meta name="twitter:card" content="summary">
<meta name="twitter:site" content="@Princeton">
<meta name="twitter:description" content="Through teaching and research, we educate people who will contribute to society and develop knowledge that will make a difference in the world.">
<meta name="twitter:title" content="Princeton University">
<meta name="twitter:image:alt" content="Nassau Hall">
<meta name="twitter:image" content="https://www.princeton.edu/sites/default/files/images/2017/06/20060425_NassauHall_31_IMG_5973.jpg">
<meta name="generator" content="Drupal 9 (https://www.drupal.org)">
<meta name="MobileOptimized" content="100%">>
<meta name="HandheldFriendly" content="True">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<link rel="apple-touch-icon" href="/themes/custom/tony/icons/purple-touch-icon.png">
<link rel="icon" type="image/png" href="/themes/custom/tony/icons/favicon-16x16.png" sizes="16x16">
<link rel="icon" type="image/png" href="/themes/custom/tony/icons/favicon-32x32.png" sizes="32x32">
<link rel="manifest" href="/themes/custom/tony/icons/manifest.json">
<link rel="mask-icon" href="/themes/custom/tony/icons/safari-pinned-tab.svg" color="#e77500">
```

Figure 21: Meta Tags of Princeton University

11 Content Analysis

<https://www.seoreviewtools.com/content-analysis/>

Next, we delved into the content analysis of both Bennett and Princeton University websites, using "Bennett" and "Princeton" as our focus keywords, respectively. We used an SEO tool for Content Analysis by seoreviewtools to determine the optimization grade for each website and found that Princeton had a higher optimization grade of 71 compared to Bennett's 50.

Moving on to the content score, we analyzed the quality of the content on each website based on various factors such as the use of the focus keyword, word count, keyword density, presence of H1 tags, use of images, and inclusion of links. Princeton University's website had a content score of 95, which was higher than Bennett's score of 61.

Princeton's website had an H1 tag with the focus keyword "Princeton," which was used effectively in the first paragraph of the text, along with a good keyword density of 3%. The website also had an image with an alt tag containing the focus keyword and a good number of links (68) in the document.

On the other hand, Bennett's website lacked an H1 tag with the focus keyword "Bennett" and had too many links (240) in the document, which can be overwhelming for users. However, the website did have a good word count of 1587 with a decent keyword density of 1% and used the focus keyword effectively in the first paragraph and in the alt tag of an image.

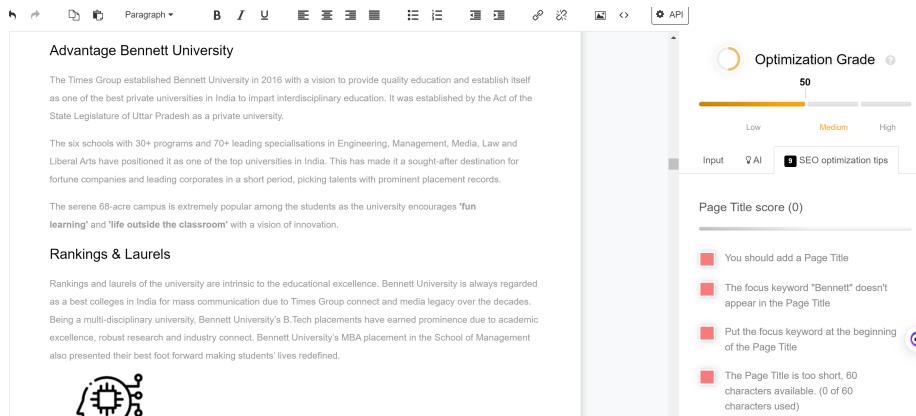


Figure 22: Optimization Grade of Bennett University's Website Homepage Content Analysis

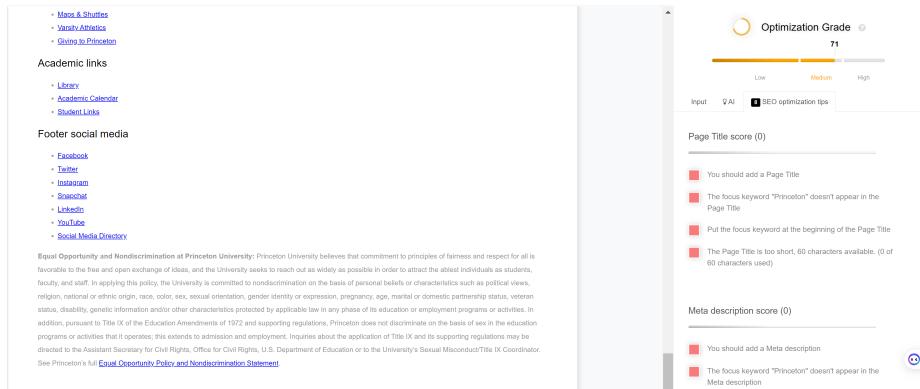


Figure 23: Optimization Grade of Princeton University’s Website Homepage Content Analysis

In summary, while both Bennett’s and Princeton University’s websites had decent content, Princeton’s website had a higher quality of content with more effective use of the focus keyword and better optimization.

12 Conclusion

In conclusion, the comparison between the two universities based on various parameters such as page load speed, newsletter, domain and page authority, headlines, mobile-friendliness, page visits, heatmaps, bounce rate, meta description, and content analysis revealed some interesting findings. While both universities have their strengths and weaknesses, it is evident that one university outperformed the other in certain areas. However, it is important to note that the results may vary depending on various factors such as the methodology and tools used for analysis. Nonetheless, this comparison can serve as a valuable insight for the universities to identify areas for improvement and work towards enhancing their online presence, ultimately leading to a better user experience for their visitors.