SEO Analysis Report

https://www.itmuniversity.org

Generated on August 29, 2023

AIOSEO

Table of Contents

https://www.itmuniversity.org

Overall Site Score

A very good score is between 60 and 80. For best results, you should strive for 70 and above.

53 / 100
Very Good!

22 of 22	**11** of 22	**1** of 22	**10** of 22
All Items	Critical Issues	Recommended	Good Results

Search Preview

Here is how the site may appear in search results:

https://itmuniversity.org/

Institute of Management & Research, B-School of Engineering, Ph.D & Banking Programs - ITM University - Raipur

ITM University, Raipur is a leading university in India, we offer a range of degree programs in Management, Engineering, Ph.D and Banking programs to students and executives.

Keywords

Here are the most common keywords we found on the page:

10 students   10 itm   10 national   8 great   8 good   7   7 india   6 day   6 university   6 team

Basic SEO

⊗ The SEO title is 118 characters long, which is too long.

```
Institute of Management & Research, B-School of Engineering, Ph.D & Banking
Programs – ITM University – Raipur
```

Ensure your page's title includes your target keywords, and design it to encourage users to click.

Writing compelling titles is both a science and an art. There are automated tools that can analyze your title against known metrics for readability and click-worthiness. You also need to understand the psychology of your target audience.

⊗ The meta description is 174 characters long, which is too long.

```
ITM University, Raipur is a leading university in India, we offer a range of
degree programs in Management, Engineering, Ph.D and Banking programs to
students and executives.
```

Write a meta description for your page. Use your target keywords (in a natural way) and write with human readers in mind. Summarize the content - describe the topics your article discusses.

The description should stimulate reader interest and get them to click on the article. Think of it as a mini-advertisement for your content.

⊘ One or more keywords were found in the title and description of the page.

```
Title: itm, university
Description: itm, university, students
```

You need to use titles and descriptions that are attractive to users and contain your keywords. Use the keywords naturally - keyword stuffing is usually detected and will result in a lower ranking. What's more, it's pretty off-putting for potential readers, who are more likely to click on an appealing link.

❌ 4 H1 tags were found. For the best SEO results there should be exactly one H1 tag on each page.

- Approvals and Recognition
- Recruiters Speak
- Recruiters
- Event Gallery

WordPress sites usually insert the page or post title as an H1 tag (although custom themes can change this behavior).

Ensure your most important keywords appear in the H1 tag - don't force it, use them in a natural way that makes sense to human readers.

Because your headline plays a large role in reader engagement, it's worth spending extra time perfecting it. Many top copywriters spend hours getting their headlines just right - sometimes they spend longer on the headline than the rest of the article!

A good headline stimulates reader interest and offers a compelling reason to read your content. It promises a believable benefit.

You should write as if your readers are selfish people with short attention spans (because that describes a large percentage of the world's population). Readers visit websites for selfish reasons - they're not there to make you happy.

✅ H2 tags were found on the page.

- Under Graduate
- Under Graduate
- Post Graduate
- Post Graduate
- Ph.D.
- Ph.D.

Make sure you have a good balance of H2 tags to plain text in your content. Break the content down into logical sections, and use headings to introduce each new topic.

Also, try to include synonyms and relevant terminology in H2 tag text. Search engines are pretty smart - they know which words usually occur together in each niche.

It should be easy to include your main and supporting keywords in the H2 tags - after all, these keywords describe your content! If it's hard to work the keywords into your subheadings, it could be a sign that the keywords aren't closely related to your content.

Don't try to force keywords into sub-headings if they feel unnatural. It will send the wrong message to your readers, possibly driving them away.

⊗ Some images on the page have no alt attribute. (46)

URL

`Images/right-arrow-head.png`

`Images/right-arrow-head.png`

`Images/right-arrow-head.png`

`https://itmuniversity.org/Images/recruitersspeak/TCS.webp`

`https://itmuniversity.org/Images/recruitersspeak/NPCI.webp`

`https://itmuniversity.org/Images/recruitersspeak/Raymond.webp`

`https://itmuniversity.org/Images/recruitersspeak/Hafele.webp`

`https://itmuniversity.org/Images/recruitersspeak/Info-EDGE.webp`

`https://itmuniversity.org/Images/recruitersspeak/Kotak-Securities.webp`

`https://itmuniversity.org/Images/recruitersspeak/TCS.webp`

`https://itmuniversity.org/Images/recruitersspeak/NPCI.webp`

`https://itmuniversity.org/Images/recruitersspeak/Raymond.webp`

`https://itmuniversity.org/Images/recruitersspeak/Hafele.webp`

`https://itmuniversity.org/Images/recruitersspeak/Info-EDGE.webp`

`https://itmuniversity.org/Images/recruitersspeak/Kotak-Securities.webp`

`Images/recruiter/accenture.webp`

`Images/recruiter/zomato.webp`

`Images/recruiter/workplace.webp`

`Images/recruiter/thyrocare.webp`

`Images/recruiter/tech-mahindra.webp`

`Images/recruiter/steelmint.webp`

`Images/recruiter/ska.webp`

`Images/recruiter/ramada.webp`

`Images/recruiter/ram-care.webp`

```
Images/recruiter/pg.webp

Images/recruiter/pathkind.webp

Images/recruiter/nilons.webp

Images/recruiter/muthut.webp

Images/recruiter/mayfair.webp

Images/recruiter/mahindra-fin.webp

Images/recruiter/lv-prasad.webp

Images/recruiter/jl.webp

Images/recruiter/itc.webp

Images/recruiter/itc-gardenia.webp

Images/recruiter/iifl.webp

Images/recruiter/idbi.webp

Images/recruiter/icici.webp

Images/recruiter/ibm.webp

Images/recruiter/hyatt.webp

https://dg1xqmhtoint1.cloudfront.net/img/raipur/gallery/world-sight-day/wsday-
th.webp?mtime=20221015172645&focal=none

https://dg1xqmhtoint1.cloudfront.net/img/raipur/gallery/gangrel-dam/gangrel-da
m-th.webp?mtime=20221015171453&focal=none

https://dg1xqmhtoint1.cloudfront.net/img/raipur/gallery-thumbnail/raipur-found
.webp?mtime=20221014151716&focal=none

https://dg1xqmhtoint1.cloudfront.net/img/raipur/gallery-thumbnail/vihan.webp?m
time=20221014151716&focal=none

https://dg1xqmhtoint1.cloudfront.net/img/raipur/gallery-thumbnail/rubaroo-hp.w
ebp?mtime=20221014151717&focal=none

https://dg1xqmhtoint1.cloudfront.net/img/raipur/gallery-thumbnail/convocation.
webp?mtime=20221014151717&focal=none

https://dg1xqmhtoint1.cloudfront.net/img/raipur/gallery-thumbnail/janmashtami.
webp?mtime=20221014151717&focal=none
```

Make sure every image has an alt tag, and add useful descriptions to each image. Add your keywords or synonyms - but do it in a natural way.

⊗ Too few internal links on the page.

```
Internal: 4

External: 12
```

Add links to external resources that are useful for your readers. Make sure you link to high-quality sites - Google penalizes pages that link to "spammy" sites (ones that break the Google webmaster guidelines).

Ideally, the links should be highly relevant to the subject you're writing about. It's impossible to cover every aspect of a subject on a single page, but your readers may be fascinated by some detail you barely touch on. If you link to a resource where they can learn more, they'll be grateful. What's more, you'll be rewarded with higher rankings!

Advanced SEO

⚙️ **No canonical link tag found on the page.**

Every page on your site should have a \ tag with a 'rel="canonical"' attribute. The link tag should go inside the page's head tag, and it should contain the page's "correct" URL.

If you've republished an article from another source (such as another site or a different section of your own site) then you need to pick which URL is the "correct" one and use that!

✅ **The page does not contain any noindex header or meta tag.**

Only ever use noindex meta tag or header on pages you want to keep out of the reach of search engines!

❌ **The www and non-www versions of the URL are not redirected to the same site.**

Decide whether you want your site's URLs to include a "www", or if you prefer a plain domain name. There are marketing pros and cons for each choice, but neither one is better or worse for SEO purposes - as long as you're consistent.

You should use HTTP redirections (301 permanant redirects) to pass PageRank from the "wrong" URLs to the standard (canonical) ones. That way, your content will still benefit from backlinks if someone makes a mistake and uses the wrong URL.

✅ **The site has a robots.txt file.**

```
# robots.txt generated by smallseotools.com
User-agent: Googlebot
Disallow:
User-agent: googlebot-image
Disallow:
User-agent: googlebot-mobile
Disallow:
User-agent: MSNBot
Disallow:/
User-agent: Slurp
Disallow:
User-agent: Teoma
Disallow:/
```

```
User-agent: Gigabot
Disallow:/
User-agent: Robozilla
Disallow:
User-agent: Nutch
Disallow:/
User-agent: ia_archiver
Disallow:
User-agent: baiduspider
Disallow:/
User-agent: naverbot
Disallow:/
User-agent: yeti
Disallow:/
User-agent: yahoo-mmcrawler
Disallow:/
User-agent: psbot
Disallow:/
User-agent: yahoo-blogs/v3.9
Disallow:
User-agent: *
Disallow:
Disallow: /cgi-bin/
```

Make sure that you only block parts you don't want to be indexed.

You can manually create a robots.txt file and upload it to your site's web root. A simpler option is to use a plugin for your CMS platform.

AIOSEO has a full suite of tools to manage the robots.txt file, along with other related technologies, like XML Sitemaps.

⊗ Some Open Graph meta tags are missing.

```
og:title
og:type
og:image
og:url
```

Insert a customized Open Graph meta tag for each important page on your site. The standard is very well documented - you can learn more from Facebook's developer pages.

AIOSEO provides a simple but powerful interface to craft your Open Graph data. You get immediate feedback with an interactive preview, and you don't have to mess around with raw HTML markup.

✅ We found Schema.org data on the page.

AIOSEO makes it extremely easy to add highly relevant Schema.org markup to your site. It has a simple graphical interface, so you don't have to get your hands dirty with complex HTML markup.

Performance

⊗ The server is not using "expires" headers for the images.

If you use the Apache or NGINX web servers, you can edit the configuration files to set the "expires" header for all image files. For Apache, you can also use a ".htaccess" file to change the settings for each folder.

Alternatively, you can use a CMS plugin to simplify the process - it's a more user-friendly option. WordPress has a host of caching plugins, and most of them give you options to control the caching headers.

⊗ Some Javascript files don't seem to be minified.

```
https://embed.tawk.to/5c6b903a77e0730ce0439d5b/default
https://www.googletagmanager.com/gtm.js
```

JavaScript files appear in many places, including frameworks (like Bootstrap), themes and templates, and third-party plugins.

We recommend tracking down where the un-minified JavaScript files come from.

There are server-side tools (including WordPress plugins) to automatically minify JavaScript files.

⊗ Some CSS files don't seem to be minified.

```
https://itmuniversity.org/css/jquery.fancybox.css
```

CSS files appear in many places, including frameworks (like Bootstrap), themes and templates, and third-party plugins.

We recommend tracking down where the un-minified CSS files come from.

There are server-side tools (including WordPress plugins) to automatically minify CSS files.

The page makes 66 requests. More than 20 requests can result in slow page loading.

```
Images: 48

JavaScript: 14

CSS: 4
```

Try to replace embedded objects with HTML5 alternatives.

The size of the HTML document is 15 Kb. This is under the average of 33 Kb.

In order to reduce page size, remove any unnecessary tags from your markup. This includes developer comments, which are invisible to your users - search engines ignore the text in comments, too.

Sometimes inline CSS is a culprit. A little inline CSS can help your page render faster. Too much will bloat the HTML file and increase the page loading time.

You can reduce CSS repetition with HTML class and ID attributes. Often the same rules will be repeated across many page elements, embedded in each tag's "style" attribute. You can extract them into a single "style" tag and use classes and ID's to target each element.

Removing white space can also have an impact on your HTML page's size. White space characters like carriage returns and tabs are ignored by the browser, but they make the markup easier for developers to read. So you should always strip them from your templates or themes before you use them in a production environment.

The response time is under 0.2 seconds.

If you want to continue to improve your response time, the simplest and fastest fix is to use a caching plugin. Caching plugins keep a cached version of each page on your site. Instead of building the page from scratch, the server will send the cached copy.

You can get an even greater boost in speed with a content delivery network service. These services host a copy of your content on multiple servers spread out across the globe. A user's request is handled by the edge server that's closest to their physical location, so the content arrives incredibly fast.

Security

✅ **Directory Listing seems to be disabled on the server.**

Fortunately, every popular web server has options to prevent directory listings. They'll show a "403 forbidden" message instead.

Alternatively, you can create an empty index.php file and save it in every directory on your site. That's an approach that WordPress uses and it works well.

✅ **Google has not flagged this site for malware.**

Google Safe browsing shows warnings and alerts to users if they visit a suspicious website. If you are flagged by Google Safe Browsing, you should take immediate steps to fix that.

✅ **The site is using a secure transfer protocol (https).**

If you aren't using an SSL certificate for your site that means you are losing a lot of potential traffic. We recommend getting an SSL certificate installed immediately.