

SEO REPORT

URL: https://online.boisestate.edu/management/
Date: 11-21-2017

Results

Moz Rank	0
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Page Authority	29.06
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Domain Authority	76.52
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Backlinks By Moz	0
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Google Page Speed	47
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Load Time	2.89
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Error Count	1
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Warning Count	5
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Success Count	10
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Organic Keywords



Keywords:	<ol style="list-style-type: none">1. boise state2. boise state university3. myboisestate4. my boise state5. what is imperialism6. imperialism7. boisestate edu8. myboisestate9. bsu10. bruncoweb
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Tip: These are the top keywords associated with your domain. Click the keyword to see more data provided by the must have keyword tool SEMRush.

Title



Text: Online Management Degree - Boise State University

Length: 49

Tip: The length of your title meta tag should not exceed 55 characters to be properly included in all search engines and is an opportunity to provide a concise description of your page content with optimized keywords.

Description



Text: Finish your degree and advance your career! Our Online Management degree is affordable and flexible. It's offered 100% online with no out-of-state fees.

Length: 157

Tip: The meta description tag should provide a compelling description of your page where you have an opportunity to include keywords to entice your visitors and ideal lengths are between 150-160 characters.

Keywords



Text: No meta keywords were found

Word Count: 0

Tip: Most search engines will completely ignore the keywords meta tag, and it is the opinion of many that it is best to not have any meta keywords at all.

Heading Tags



H1 Count: 1

H1 Text: 1. Management Online Program

H2 Count: 8

H2 Text:

1. WANT ANSWERS NOW? GIVE US A CALL: (208) 426-5921
2. Online ManagementInterested in learning more?
3. About the Online Management Degree
4. Admissions Requirements
5. Program Costs
6. Program Curriculum
7. We're AACSB Accredited
8. WE'RE REGIONALLY ACCREDITED

H3 Count: 10

H3 Text:

1. ONLINE MANAGEMENT DEGREE HIGHLIGHTS
2. To qualify for this program you must have:
3. Application Deadlines by Semester
4. Total Program Investment
5. Curriculum Highlights
6. Why accreditation matters to you:
7. MANAGEMENT OCCUPATION OUTLOOK*
8. PRIORITY APPLICATION DEADLINES
9. CONTACT US
10. Questions?

Tip: Heading tags are important for explaining what the content of the page is about in a concise manner. Most search engines will also take these tags

into consideration when ranking your page so it is important to have at very least an H1 tag included on all your pages.

Images



Image Count: 17

Alt Tag Count: 7

Tip: The alt tags on images have both SEO value and are used for semantics to the visitor in case the image did not render correctly. Fix any alt tags that say no alt text was found.

Robots



Robot Meta: No meta robots were found

Robots.txt: No robots.txt was found

Tip: Adding the robots meta tag for your page or a robots.txt file will instruct search engine bots how to crawl and index pages on your website.

Sitemap



Sitemap.xml: No sitemap.xml was found

Tip: Adding a sitemap.xml file in the root directory of your website will help search engines crawl your site more efficiently, then make sure to add into Google Webmaster Tools.

Contains Inline Code



Inline Javascript: Yes

Inline Css: Yes

Tip: Excessive inline CSS and JavaScript code will increase your web page size and slow down loading time. Use external files to load both for improved web page performance.

Flash



Uses Flash: No

Tip: Although some search engines can crawl Flash, it's not advised for SEO. If you're running rich media ads on your site, then Flash is ok.

Facebook Open Graph Tags



Tags Exist: Yes

Tip: Facebook's open graph meta tags help you depict your site the way you want it when it appears on Facebook.

Twitter Cards Tags



Tags Exist: Yes

Tip: Twitter card tags help integrate your page's content into tweets.

Social Links



Twitter: No

Facebook: No

Google Plus: No

Pinterest: No

Linkedin: No

Instagram: No

Tip: Search engines pay close attention to how much interest there is about your website on social websites and will rank sites based on this. Its important to make sure your pages are well connected through social websites.

URL Keyword Matches



Title Matches: 1

Description Matches: 1

Tip: This section compares the URL you provided with the title and the description tags to check for keyword matches. Having a good distribution of keywords throughout your page is important, especially in the title, description and URL as these three areas will appear on most search engine results.

Canonical URL



Url: <https://online.boisestate.edu/management/>

Tip: The canonical tag is highly advised to avoid duplicate content issues and to let search engines know your preferred page and URL structure.

Friendly URL



Url Is Friendly: Yes

Tip: Friendly and clean URLs that use rewrite techniques to avoid query parameters such as ? and & are much more optimized for search engines to understand your target keywords and match for page relevancy.