Website review
reachyournorthstar.com

Generated on September 21 2024 00:55 AM

The score is 57/100

SEO Content

✅	Title	Home | Deborah Sztejnberg | Reach Your North Star **Length : 49** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Deborah Sztejnberg —Assistant Professor of Practice & Career Development at The University of Texas at Austin, College of Natural Sciences, Division of Textiles and Apparel — Helping Students Reach Their North Star **Length : 219** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use [this free tool](#) to calculate text length.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use [this free online meta tags generator](#) to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
title	Home | Deborah Sztejnberg | Reach Your North Star
description	Deborah Sztejnberg —Assistant Professor of Practice & Career Development at The University of Texas at Austin, College of Natural Sciences, Division of Textiles and Apparel — Helping Students Reach Their North Star
image	https://static.wixstatic.com/media/14cd60_5e986a4d41c0470fbb0721ac12657ee9%7Emv2.png/v1/fit/w_2500,h_1330,al_c/14cd60_5e986a4d41c0470fbb0721ac12657ee9%7Emv2.png
image:width	2500

SEO Content

		image:height	1330			
		url	https://www.reachyournorthstar.com			
		site_name	Deborah Sztejnberg			
		type	website			

	Headings	**H1** 0	**H2** 0	**H3** 1	**H4** 5	**H5** 0	**H6** 0
		[H3] HELPING STUDENTS REACH THEIR NORTH STAR [H4] A goal without a plan is just a wish! [H4] MY WHY [H4] MY STUDENTS [H4] DOCTORAL RESEARCH [H4] CONTACT ME					

	Images	We found 7 images on this web page. 1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.

	Text/HTML Ratio	Ratio : **0%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.

	Flash	Perfect, no Flash content has been detected on this page.

	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Good. Your links looks friendly!

	Underscores in the URLs	Perfect! No underscores detected in your URLs.

	In-page links	We found a total of 3 links including 0 link(s) to files

	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%

SEO Links

		Internal Links 100%

In-page links

Anchor	Type	Juice
Empathy	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Courses	Internal	Passing Juice

SEO Keywords

Keywords Cloud	north development career sztejnberg fashion star deborah reach help students

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
students	7	✖	✖	✔	✔
career	5	✖	✖	✔	✖
development	4	✖	✖	✔	✖
deborah	3	✔	✖	✔	✖
sztejnberg	3	✔	✖	✔	✖

Usability

	Url	Domain : reachyournorthstar.com Length : 22
✔	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.

Usability

❌		
✅	Language	Good. Your declared language is en.
❌	Dublin Core	This page does not take advantage of Dublin Core.

Document

✅	Doctype	HTML 5
✅	Encoding	Perfect. Your declared charset is UTF-8.
❌	W3C Validity	Errors : 0 Warnings : 0
❌	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✅	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
⚪	Speed Tips	✅ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✅ Great, your website has few CSS files. ✖ Too bad, your website has too many JS files (more than 6). ✅ Perfect, your website takes advantage of gzip.

Mobile

⚪	Mobile Optimization	✅ Apple Icon ✅ Meta Viewport Tag ✅ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap. https://www.reachyournorthstar.com/sitemap.xml
✅	Robots.txt	http://reachyournorthstar.com/robots.txt Great, your website has a robots.txt file.
❌	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.