

Cornell University

06/02/10

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- 8.9 Accessibility Score**
The accessibility of this website for users with disabilities.
Good
- 8.5 Content Score**
The quality of the content of this website.
Good
- 8.0 Quality Score**
The quality of the build of this website.
Good
- 7.5 Search Score**
How effectively this website is optimised for search engines.
Good
- 8.2 Site Score**
An overall summary score for this website.
Good



249 webpages were tested (not the entire site).

Only webpages inside the address www.cornell.edu were included.

Good / bad points





- Some images do not specify alternative text**
- This website does not rank well in search engines for selected keywords**
- The majority of URLs are less than ideal**
- 249 webpages tested (not the entire site)
- 0.4% of this website appears inaccessible to search engines
- This site appears to use 8 different page designs
- Nearly all of this website uses some form of analytics software to monitor visitor behaviour**

- This website uses entirely flexible font sizes**
- This website is quick to use**
- This site uses CSS for layout throughout**
- No broken links were found**
- This website is ranked #2,883 in the world for popularity**
- This website handles all chopped URLs**
- Some of this website appears optimised for printing**

All tests

33 found

Score	Test	Description
1.0	Search engine placement	Check the placement of the website against competitors for a specified search engine phrase
1.0	Printability	Check whether pages appear optimised for printing.
4.0	URL format	Check that web addresses (URLs) used on the site are clean and user-friendly
5.1	Use of keywords	Analyse how well optimised the website is for specified keywords
5.8	Readability	Checks the text on a page and reports on approximate readability.
6.6	Links	Report on how links are used in this website
7.1	Spelling	Check spelling of text in this website
8.0	Fonts	Check for appropriate use of fonts.
8.7	Incoming links	Count the number of links to this website
8.8	Images	Check for appropriate use of images.
8.9	Popularity rank	Checks how popular the site is
9.3	Alternative text	Check that alternative text is specified for users with visual disabilities, and used correctly
9.6	File usage	Check the types, distribution and sizes of all downloadable files on the website
9.6	Metadata	Check that metadata is used and specified correctly
9.7	Analytics software	Checks for use of any website analytics software
9.9	Page titles	Check that page titles are used and specified correctly
9.9	Headings	Check that headings are used and specified correctly
10.0	URL chopping	Check that URLs handle chopping, i.e. reduction to a higher path
10.0	Spiderability	Ensure this website can be effectively spidered
10.0	Redirections	Check for client-side redirections
10.0	Broken links	Check for broken links (i.e. links to pages or content which does not exist)
10.0	Site structure	Analyse the depth and breadth of this website structure
10.0	Popups	Check for any popup windows, and how appropriate their use is
10.0	Flash usage	Check for appropriate use of Flash
10.0	Number of pages	Count the number of pages
10.0	CSS usage	Check for appropriate use of CSS (Cascading Stylesheets).
i	Contact details	Looks for all emails, phone numbers and postal addresses on this website
i	Outgoing links	Report on any outgoing links from this website
i	Amount of content	Check the amount of content used on each page of the website

Score	Test	Description
 i	Domain name	Performs a number of checks on this choice of domain name
 i	Design list	List different designs used by this website.
 i	Cookies	Detect any cookies set by this website
 i	Key pages	List the most important or prominent pages in the website, particularly to search engines



Printability

Very poor

Some (6.0%) of this website appear to be optimised for printing (using CSS).











Wherever possible, a website should define alternative stylesheets for printing. Printable stylesheets allow for extensive control over the printed version of a webpage, for instance removing navigation and adjusting the layout to fit. They are faster and remove the need for maintaining separate versions of a webpage (e.g. "Click here to print this page").

Technical recommendations

Add printable stylesheets for all pages, wherever possible. In most cases, websites can share printable stylesheets over many or all pages, as with screen-based stylesheets.

Not printable

234 found (only showing top 10)

Page
 www.cornell.edu/admissions/
 www.cornell.edu/academics/
 www.cornell.edu/research/
 www.cornell.edu/outreach/
 www.cornell.edu/studentlife/
 www.cornell.edu/alumni/
 www.cornell.edu/visiting/ithaca/
 www.cornell.edu/about/
 www.cornell.edu/visiting/qatar/
 www.cornell.edu/maps/world.cfm

... more rows not shown ...

Use printable CSS

Proportion of pages using print-specific CSS.

15 of 249 (6.0%)



Search engine placement

Very poor

This website does not rank well in search engines for selected keywords.

Results outside of the top 10 are of limited value, as they do not appear on the first page of search results.

Technical recommendations

Determine the value of this phrase to the website. Top rankings for highly competitive phrases often require considerable investment and time to obtain. Often more specific and less competitive phrases deliver higher returns.

Consider various search engine optimisation techniques, including but not limited to:

- Include plenty of relevant content on the desired subject
- Keep content topical and regularly updated
- Obtain quality, relevant links to the website
- Ensure all pages are W3C compliant
- Pay particular attention to the text content of links, page titles and

- headings
- Consider feeding relevant syndicated content into and out of the website
- Ensure all content is appropriately marked up using appropriate HTML (particularly headings)

Rankings

60 found (only showing top 10)

Search engine	Keyword ▲	Rank	Score
Bing > Global	agriculture and life sciences	Not found	1.0
Yahoo > Global	agriculture and life sciences	Not found	1.0
Google > Global	agriculture and life sciences	Not found	1.0
Bing > Global	architecture	Not found	1.0
Yahoo > Global	architecture	Not found	1.0
Google > Global	architecture	Not found	1.0
Google > Global	art	Not found	1.0
Bing > Global	art	Not found	1.0
Yahoo > Global	art	Not found	1.0
Google > Global	business management	Not found	1.0

... more rows not shown ...



Poor

URL format

The majority (79.1%) of web addresses (URLs) are less than ideal.

41% of URLs (102) are particularly hard to type or remember. URLs using unusual characters (such as semi-colons or underscores), long numerals or complex phrasing are very difficult for real people to use or exchange. They also tend to be less favoured by search engines.

87 URLs are too long. Long URLs are often ignored or marked down by search engines, and are frequently cut in half when exchanged in an email.

A large proportion (44.2%) of URLs are 'dirty'.

'Dirty' URLs include one or more parameters after a question mark (e.g. **www.example.com/?pagename=news**), instead of a clean URL (e.g. **www.example.com/news**). Dirty URLs should generally be avoided wherever possible - they are almost impossible for human beings to remember, may expose the technology of the website to hackers and can confuse search engines among other problems. Their use is sometimes necessary for specific applications, and acceptable in small amounts.

75.5% of URLs include a file extension. These extensions (*cfm* found 186 times, *html* found 2 times) appear at the end of web addresses, and have several negative effects. They make the address harder to remember or type (particularly for non-technical users), and can reveal the underlying technology of the website making it very slightly more vulnerable to hackers. They also tie the implementation of the website to a specific technology, which can make subsequent migration of URLs difficult.

19.7% of URLs include an ID query parameter (e.g. **www.example.com?sessionId=1234**). Google explicitly states that it

will not include pages with this format in their index.

Technical recommendations

Wherever possible ensure web addresses are 'human readable' - i.e. they should be easy to read, remember and type. In particular, avoid the use of obscure characters (including the underscore, which is not widely understood by non-technical users, or particularly memorable) and long numerals, e.g. example.com/23857984325.

Wherever possible reduce the length of URLs to 78 characters or less.

Remove or reduce the number of dirty URLs.

Avoid use of file extensions wherever possible.

Avoid use of any query parameter ending in id, e.g. "sessionId=".

Consider URL rewriting as an effective and transparent means of creating appropriate URLs.

Dirty URLs

Number of URLs breaking one or more rules, such as length or inclusion of an ID query parameter.
110 of 249 (44.2%)

Bad URLs

Number of URLs breaking one or more rules, such as length or inclusion of an ID query parameter.
197 of 249 (79.1%)

Use file extension

Number of URLs containing a file extension.
188 of 249 (75.5%)

ID parameter

Number of URLs containing an ID query parameter, which are almost always ignored by Google and other search engines.
49 of 249 (19.7%)



Use of keywords

Adequate

Content is adequately matched to the desired keywords for this site.

The website does not contain enough text which matches the keywords the website is being promoted for. To rank highly in search engines it is essential to include substantial text content on the topic of the desired keywords, and emphasise those keywords properly.

The website does not appear to emphasise keywords very well. Important keywords can be more effectively promoted by putting them in page titles, headings and links. This increases their prominence to search engines and is a critical first step in Search Engine Optimisation.

Technical recommendations

Consider adding or revising text on the topic of desired keywords, or changing the keywords that this site is promoted for. Ensure that keywords and the content text broadly match.

Add more emphasis to the desired keywords, by placing them in titles (<title>), headings (<H1>, <H2> etc) and links.

Desired keywords

Keywords that this website wants to score for, and how well it does so.

22 found (only showing top 10)

-	Keyword	Frequency	Emphasis	Importance ▼	Score
★	pre-med	0.02	0.00	10.00	1.7
★	architecture	0.26	0.18	10.00	5.1
★	art	0.98	0.86	10.00	9.5
★	engineering	0.80	0.59	10.00	8.2

-	Keyword	Frequency	Emphasis	Importance ▼	Score
★	planning	0.73	0.55	10.00	7.9
★	hotel administration	0.14	0.12	10.00	4.2
★	human ecology	0.32	0.24	10.00	5.6
★	industrial and labor relations	0.13	0.08	10.00	3.8
★	law	0.35	0.24	10.00	5.7
★	business management	0.01	0.00	10.00	1.5

... more rows not shown ...

Most optimised keywords

The keywords this website emphasises the most.

100 found (only showing top 10)

Keyword	Frequency	Emphasis	Weighted total ▼
cornell	11.69	8.57	45.98
events	3.75	5.50	25.76
university	5.64	4.37	23.12
cornell university	3.67	3.35	17.05
calendar	1.72	2.97	13.59
research	3.38	2.00	11.40
college	2.98	2.01	11.01
faculty	3.32	1.79	10.47
events calendar	1.08	2.33	10.40
info	2.19	2.02	10.26

... more rows not shown ...

Average keyword emphasis 0.47



Readability

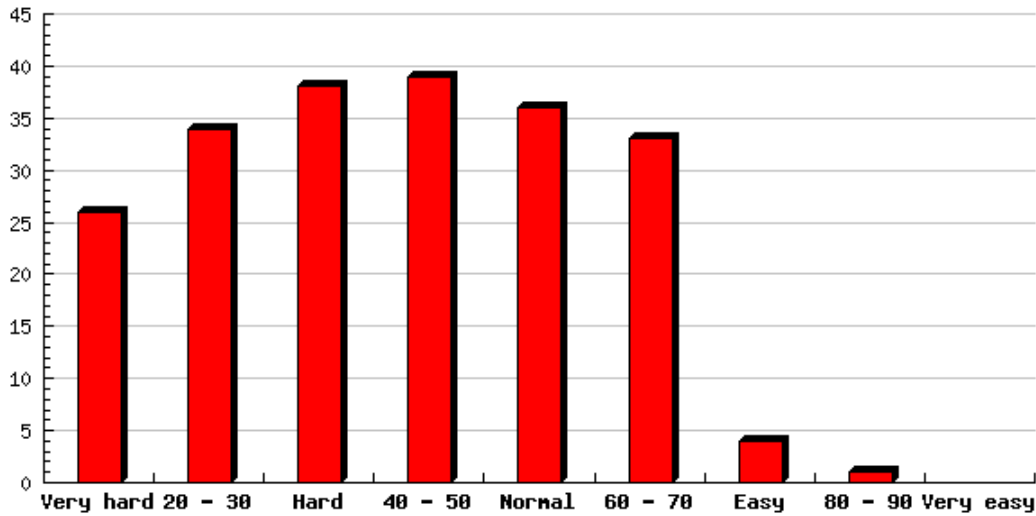
Adequate

On average text require approximately 13.5 years of formal education to read.

You may find some of your content is unnecessarily difficult to understand, and would benefit from being written more clearly.

Readability distribution

How readable pages in this site are. Higher FK scores are easier to read.



Page readability

215 found (only showing top 8)

Page	FK	GFI	Score ▼
www.cornell.edu/video/?VideoID=175	78.5	5.5	10.0
www.cornell.edu/diversity/whatarewedoing/events.cfm	79.2	5.0	10.0
www.cornell.edu/diversity/whatarewedoing/news.cfm	81.2	5.6	10.0
www.cornell.edu/events/profile.cfm?id=32059&instance=2010%2D02%2D06%2000	71.3	7.6	9.6
www.cornell.edu/video/?VideoID=155	70.4	7.0	9.5
www.cornell.edu/video/?bb=tags&tag=reimagining	68.9	7.3	9.3
www.cornell.edu/events/profile.cfm?id=27781&instance=2010%2D02%2D06%2013	68.8	8.9	9.3
www.cornell.edu/events/index.cfm?y=2010&m=2&d=13&show=day&keywords=&ca	68.5	8.2	9.2

... more rows not shown ...

FK = Flesch-Kincaid Reading Ease | GFI = Gunning Fog Index

Flesch-Kincaid Reading Ease

Gunning-Fog Index

Average Flesch-Kincaid Reading Ease
40.07

Average Gunning Fog Index
13.46



Links

Adequate

A large amount (10.2%) of links in this site could be defined better.

39 links are weakly described. Common weak link include 'click here' and 'read more'. These links fail to describe the content the link points to. Properly linking using one or more descriptive words (e.g. 'News', 'September 2010 financial results') benefits search engine optimisation for those words and aids accessibility.

1855 links use duplicate text to point to different pages. Links should not repeat the same text to link to different pages. Usually this is a

problem where a link is non-descriptive (e.g. 'More').

5 links use text that is too long. Links should describe what they link to *briefly*. Linking a long block of text usually indicates an attempt to trick search engines into ranking those keywords highly (a strategy which does not work). Long linked blocks of text are also harder for people to scan.

Note that it is possible to change the text a link points to without changing the appearance of the link. For example, **Read more** could be a valid link, if you add a `title` description to it.

Technical recommendations

Ensure that all links either use appropriate link text, or specify appropriate text in the `title` attribute for the link where this is not appropriate.

List of links

18,378 found (only showing top 10)

- ▼	Page	Link text	Links to	Issue
	www.cornell.edu/events/ind	Men's Squash Match	www.cornell.edu/events/pro	Duplicate link text for different URL
	www.cornell.edu/events/ind	more options	www.cornell.edu/events/sea	Duplicate link text for different URL
	www.cornell.edu/events/ind	more options	www.cornell.edu/search/	Duplicate link text for different URL
	www.cornell.edu/events/ind	Women's Squash Match	www.cornell.edu/events/pro	Duplicate link text for different URL
	www.cornell.edu/events/ind	more options	www.cornell.edu/events/sea	Duplicate link text for different URL
	www.cornell.edu/events/ind	more options	www.cornell.edu/search/	Duplicate link text for different URL
	www.cornell.edu/events/ind	more options	www.cornell.edu/events/sea	Duplicate link text for different URL
	www.cornell.edu/	more	www.cornell.edu/maps/worl	Non-descriptive link text
	www.cornell.edu/	CUinfo	www.cuinfo.cornell.edu/	Duplicate link text for different URL
	www.cornell.edu/	CUinfo	www.cuinfo.cornell.edu	Duplicate link text for different URL

... more rows not shown ...

Links

18,693

Weak links

39

Duplicate text links

1,855

Too long links

5



Spelling

Some pages (32.1%) appear to contain at least one spelling error.

This could be because the spelling dictionary is not familiar with

Good

specialist terminology used on this website, or because the website is mixing multiple languages into one page.

Technical recommendations

Check the list of potentially misspelt words, and correct the website or amend the dictionary as necessary.

Possible misspelt words

520 found (only showing top 50)











Word	Pages ▼
reimagining	12
Cowie	8
dalai	8
Maas	8
AguaClara	7
Barsi	7
Ceranowicz	7
CyberTower	7
eClips	7
Goyret's	7
hawkmoths	7
Hillboy	7
Insectapalooza	7
Muna	7
Namgyal	7
Ndulo	7
Redux	7
Skorton's	7
Turfwork	7
africa	6
Barista	6
cals	6
carl	6
darwin	6
Emeriti	6
ezra	6
gaza	6
haiti	6
lgbt	6
McConkey	6
nyc	6
playlist	6
Playlists	6
qatar	6

Word	Pages ▼
Ristorucci	6
sagan	6
Statler	6
zomia	6
Collegetown	5
Facemasks	5
Goldwin	4
Rikert	4
Tico	4
Cornellians	3
Ganger	3
Hamad	3
Kresovich	3
Morrill	3
neuroscientist	3
Nowak	3

... more rows not shown ...

Pages with possible misspellings

829 found (only showing top 10)

Page	Word	Extract
 www.cornell.edu/video/CcastVideo	Abagyan	... 'Homeostasis' by Lily Abagyan 'Housing Problems' by Ben Preston and ...
 www.cornell.edu/video/CcastVideo	Abrahamic	... An Abrahamic Dialogue ...
 www.cornell.edu/video/CcastVideo	Ackerson	... ILR Up Close featuring Matt Ackerson '09 ...
 www.cornell.edu/video/index.cfm	africa	... WVBR africa agriculture ...
 www.cornell.edu/video/	africa	... WVBR africa agriculture ...
 www.cornell.edu/video/?VideoID=	africa	... WVBR africa agriculture ...
 www.cornell.edu/video/?VideoID=	africa	... WVBR africa agriculture ...
 www.cornell.edu/video/?bb=tags&	africa	... WVBR africa agriculture ...
 www.cornell.edu/video/?VideoID=	africa	... WVBR africa agriculture ...
 www.cornell.edu/flu/	agencies—and	... with county and state public health agencies—and following guidelines from the U.S.

... more rows not shown ...

Number of unrecognised words

80

Pages checked

249

Pages skipped

0



Good

Fonts

All of the text in this website is flexible in size. Users with visual impairments can enlarge and reduce the text.

Visited links are not distinguished from normal links. For optimal accessibility it is recommended to distinguish links the user has already visited - for example, by changing their colour.

Active/focused links are not distinguished from normal links. Active/focused links are links which the user has selected, for example by clicking on them or selecting them with the keyboard. For people who are unable to use a mouse, active links are particularly useful. For optimal accessibility it is recommended to distinguish active links - for example, by changing their colour.

Hovered-over links are distinguished from normal links 97.6% of the time. It is not required to change the appearance of a link when the mouse is hovered over it, however it can aid usability by clarifying what areas of the screen are clickable.

Some of the fonts this website uses (Georgia, Times) are not fully 'web friendly'. This is acceptable as long as there are alternatives specified.

Users can only see fonts that are already installed on their computer. Only a small selection of fonts are almost guaranteed to be available to all browsers, such as Arial, Verdana and Times New Roman. Where a font is not available, a web browser will automatically choose an alternative, which may not be appropriate.

Technical recommendations Specify a distinct visual style for visited links.

Specify a distinct visual style for active links.

Specify a distinct visual style for hovered-over links.

Ensure that web-friendly font alternatives are available, or change the fonts selected.

Fonts used

All fonts used by this website are listed here, in descending order of frequency (excluding fonts in animations or images).

Font sizes used

All fonts sizes used by this website are listed here, in descending order of frequency (excluding fonts in animations or images).

Link state distinctions

This table shows whether each text link state distinguishes itself visually, as it should.



Good

Incoming links

About 1,995,093 other websites were found linking to this website (6,970 quality links, out of 1,995,093).

The website is reasonably well linked to, although there is room for improvement.

Technical recommendations A large number of web directories, news and affiliate websites can be encouraged to link to you for free. Over time any reasonably successful website should pick up additional links as a matter of course.

Number of links

Number of links pointing to this website (source: Yahoo.com).
1,995,093

Number of quality links

Number of quality links pointing to this website (source: Google.com). Google filters links more strictly for quality.
6,970



Images

Good

On average there are 2.2 unique images per page. 67.1% of pages do not contain a single unique image.

Unique images are not essential for every page. However to maximize aesthetic appeal, top-level pages should ideally feature at least one unique image.

Some images (37.9%) don't have defined sizes. Defining an image size allows the webpage to display layout correctly before loading all of the images. Not specifying image often causes the layout of pages to change as the page loads.

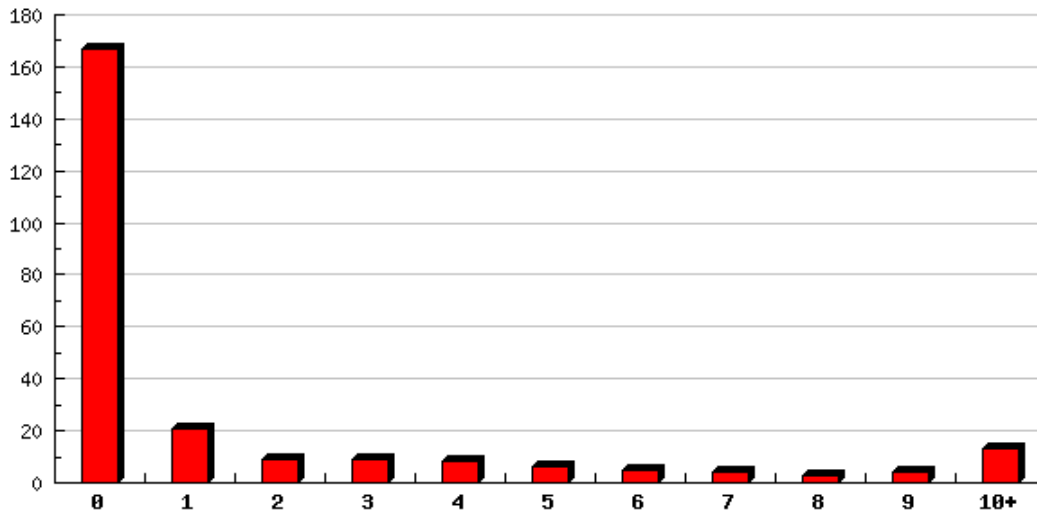
This is not a critical issue, however we recommend image sizes are defined wherever possible.

Technical recommendations Include at least one unique image per page wherever possible.

Define image sizes wherever possible.

Unique image distribution

How many unique images appear per page.



Images with size

Proportion of images specifying a size where possible.
769 of 1,238 (62.1%)

Number of unique images

Total unique images in website.
548

Number of unique images per page

Average unique images per page in website.
2.2

Most used images

The most frequently used images in this website.



Popularity rank

Good

This website is ranked #2,883 in the world for popularity (source: Alexa).

This is very high and shows the website is extremely well visited.

Alexa gathers relative popularity information on all websites from a sample of browser users. Alexa's traffic rankings are for top level domains only (e.g. domain.com) - separate rankings are not possible for subpages within a domain (e.g. www.domain.com/subpage.html) or subdomains (e.g. subdomain.domain.com). [About Alexa traffic rankings.](#)

World Rank

The rank this site currently holds compared to all other sites in the world

2,883



Alternative text

Excellent

A small number (7.9%) of images do not have alternative text specified for users with visual disabilities.











The website may be harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).

Technical recommendations

Specify text alternatives (e.g. ALT='...') for relevant images in the website, or mark them as not requiring a text equivalent.

Detail

98 found (only showing top 10)

- ▼ Page	Issue
 www.cornell.edu/visiting/qatar/	Missing ALT tag for hmc-200x250.jpg
 www.cornell.edu/visiting/qatar/faculty.cfm	Missing ALT tag for visitingFaculty-210x250.jpg
 www.cornell.edu/visiting/qatar/faculty.cfm	Missing ALT tag for preMed-210x250.jpg
 www.cornell.edu/visiting/qatar/faculty.cfm	Missing ALT tag for videoconference-200x250.jpg
 www.cornell.edu/visiting/qatar/faculty.cfm	Missing ALT tag for international-200x250.jpg
 www.cornell.edu/visiting/qatar/faculty.cfm	Missing ALT tag for massImmunization-200x250.jpg
 www.cornell.edu/visiting/qatar/faculty.cfm	Missing ALT tag for instruction-200x250.jpg
 www.cornell.edu/visiting/qatar/index.cfm	Missing ALT tag for summerResearchTeam-210x210.jpg
 www.cornell.edu/visiting/qatar/index.cfm	Missing ALT tag for smallGroups-210x210.jpg
 www.cornell.edu/visiting/qatar/index.cfm	Missing ALT tag for orientationGreetings-210x210.jpg

... more rows not shown ...

Valid ALTs

Proportion of alternative text specified in website.
1,140 of 1,238 (92.1%)

Valid but weak ALTs

Proportion of alternative text with weak descriptions.
0 of 1,140 (0.0%)

Invalid pages

Proportion of pages missing one or more ALTs.
18 of 249 (7.2%)

Excluded images

Number of images excluded from this test (e.g. Analytics tracking images).
0



File usage

Excellent

The files in this website are relatively small (for a 512k Broadband connection), making webpages quick to download.

The homepage for this site is particularly large and slow to load (approx 5.4 seconds). A slow homepage is particularly bad, as users are more likely to leave a slow-loading site on the first page than any other.

On average pages take 3.4 seconds to download on a 512k Broadband connection. 728 files were found in this website.

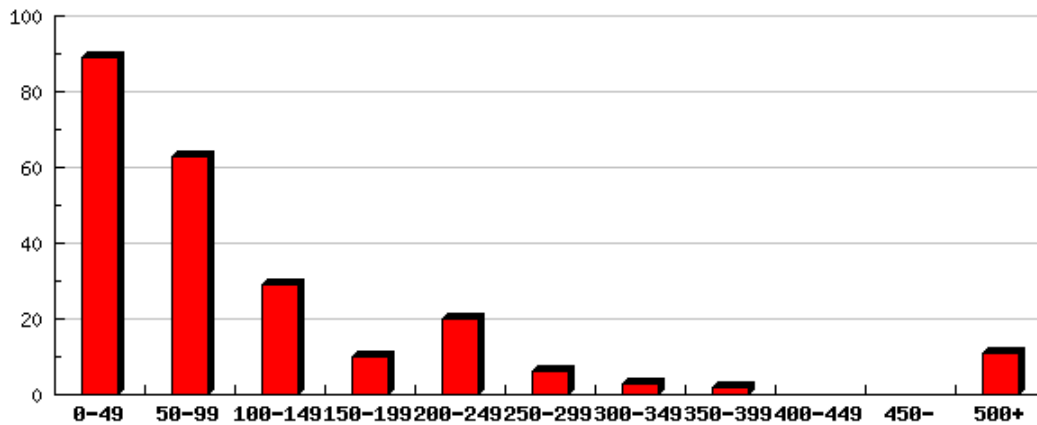
2 files in this website are missing. This may cause problems with pages in this site, although usually it is just bad coding.

4 MIME types appears to be incorrectly setup on the webserver (**text/html** was returned for **image/gif**, **nothing** was returned for **image/jpeg**, **nothing** was returned for **text/html**, **text/html** was returned for **application/x-javascript**). Incorrect MIME types may confuse some web browsers or agents, resulting in missing, incorrectly displayed or non-indexed content.

Technical recommendations Map the necessary file extensions to the correct MIME type on the webserver.

Page sizes

Summary of the average size of each webpage.



Time to download

Summary of the average time to download each webpage.

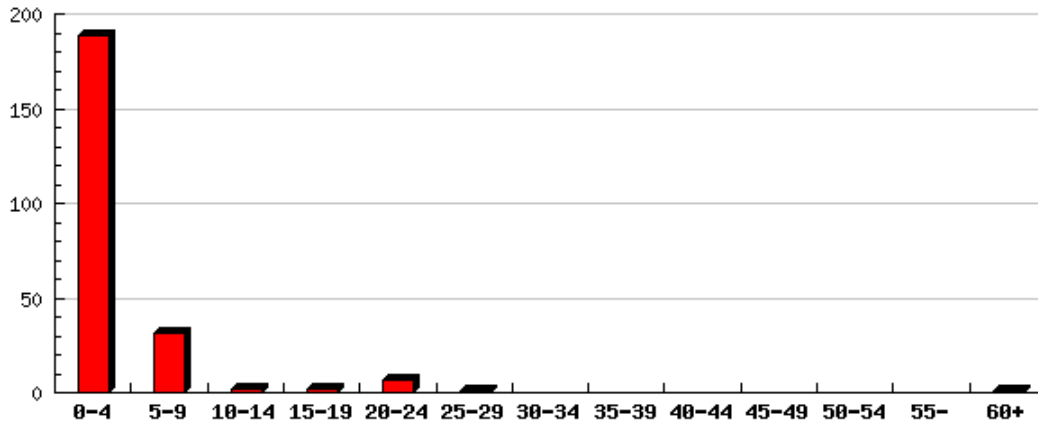


Table of files

Table of all file types and sizes found.

File count

Number of files found on site.
728

Website size

Total size of all files found in website.
30.7mb

Homepage size

Size of the homepage.
197k

Homepage download seconds

Time in seconds to download homepage.
5.4

Average files per page

Average number of files per webpage.
8.5

Average page size

Average size of all pages in website.
126k

Average download seconds

Average time in seconds to download a webpage.
3.4



Metadata

Excellent

95.6% of recommended metadata was found. A very small number (4.4%) of pages do not include any metadata.

Metadata provide invisible information about the content of a page, and has a wide range of applications, particularly for search engines and website compliance. Public sector websites in particular usually have to adhere to one or more metadata standards.

This website doesn't make use of **Dublin Core** or **e-GMS** metadata. This is not a problem, unless this website specifically has to adhere to these standards.

Technical recommendations

Define appropriate metadata for all webpages. At an absolute minimum, all pages should include a `description` or `dc.description` meta tag.

Metadata used

1,197 found (only showing top 10)

Page ▲	-	Name	Scheme	Content
www.cornell.edu/events/profile.cf		Robots		all

Page ▲	-	Name	Scheme	Content
www.cornell.edu/events/profile.cf		Keywords		university, ivy league, research, undergraduate research, graduate research, transnational, land grant, new york, agriculture and life sciences, architecture, art, planning, engineering, hotel administration, human ecology, industrial and labor relations, law, business management, medicine, pre-med, veterinary medicine, vet school
www.cornell.edu/events/profile.cf		Description		Cornell University contains seven undergraduate colleges plus the College of Veterinary Medicine, the Law School, the Johnson Graduate School of Management, the Weill Cornell Medical College in New York City and Doha, Qatar, and the 93 fields of study in the Graduate School.
www.cornell.edu/events/profile.cf		copyright		Copyright (c) 2009 Cornell University
www.cornell.edu/events/profile.cf		author		Office of Web Communications, Cornell University
www.cornell.edu/events/profile.cf		Description		Cornell University contains seven undergraduate colleges plus the College of Veterinary Medicine, the Law School, the Johnson Graduate School of Management, the Weill Cornell Medical College in New York City and Doha, Qatar, and the 93 fields of study in the Graduate School.
www.cornell.edu/events/profile.cf		copyright		Copyright (c) 2009 Cornell University
www.cornell.edu/events/profile.cf		Keywords		university, ivy league, research, undergraduate research, graduate research, transnational, land grant, new york, agriculture and life sciences, architecture, art, planning, engineering, hotel administration, human ecology, industrial and labor relations, law, business management, medicine, pre-med, veterinary medicine, vet school
www.cornell.edu/events/profile.cf		Robots		all
www.cornell.edu/events/profile.cf		author		Office of Web Communications, Cornell University

... more rows not shown ...

Use Meta tags

Proportion of pages using any non HTTP-equiv meta tags.

238 of 249 (95.6%)

Use Keywords

Use Dublin Core

Proportion of pages using Dublin Core (DCMI) metadata.

0 of 249 (0.0%)

Use e-GMS

Proportion of pages using meta keywords.

238 of 249 (95.6%)

Use Description

Proportion of pages using a meta description of any kind.

238 of 249 (95.6%)

Proportion of pages using e-GMS metadata.

0 of 249 (0.0%)



Analytics software

Excellent

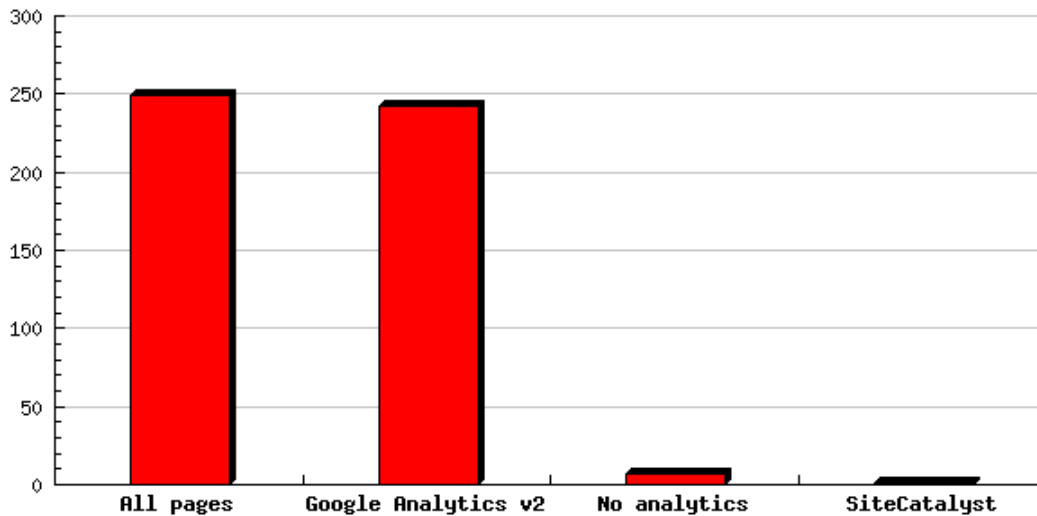
97.2% of this website is using some form of analytics software.

It is still possible to gather a great deal of information for the other 2.8% of pages from your webserver logs, however complete visitor analysis requires client-side Javascript or an image not found here.

Note that this test can only detect *recognised* analytics solutions. If an analytics solution is new, obscure or used in a non-standard way (e.g. it has been customised) it may not be detected.

Analytics used

Breakdown of pages using analytics.



Using analytics






242 of 249 (97.2%)

Proportion of pages using any form of analytics.

Using analytics detail

250 found (only showing top 10)

- ▼ Page	Analytics
⚠ www.cornell.edu/video/swfobject.html?detectflash=false	None found
⚠ www.cornell.edu/president/strategic-plan.cfm	None found
⚠ www.cornell.edu/video/feedback.cfm	None found
⚠ www.cornell.edu/maps/large.cfm	None found
⚠ www.cornell.edu/video/submit.cfm	None found

- ▼ Page	Analytics
 www.cornell.edu/video/schedule.html	None found
 www.cornell.edu/video/CcastVideoIndex.cfm	None found
 www.cornell.edu/statements/	Google Analytics v2
 www.cornell.edu/events/index.cfm?y=2010&m=2&d=25&show=day&keyw	Google Analytics v2
 www.cornell.edu/events/profile.cfm?id=33779&instance=2010-02-06%20	Google Analytics v2

... more rows not shown ...



Excellent

Page titles




A small number (1.2%) of pages do not specify page titles at all. 0.4% of pages have relatively weak titles which could be improved.

Page titles appear in search results and at the top of the browser's window when visiting the site. Appropriate page titles are particularly important for search engine optimisation.

Technical recommendations Define page titles for all webpages (i.e. <title> ... </title>).

Page titles

249 found (only showing top 10)

- ▼ Page	Title	Issue
 www.cornell.edu/video/CcastVideoIndex.		No title specified
 www.cornell.edu/video/submit.cfm		No title specified
 www.cornell.edu/video/feedback.cfm		No title specified
 www.cornell.edu/recoveryact/	Cornell University - ARRA - Recovery Act - Overview	Title is too complex
 www.cornell.edu/events/profile.cfm?id=3	Cornell University - Events Calendar	
 www.cornell.edu/news/	Cornell University - News and Events	
 www.cornell.edu/search/?tab=	Cornell University - Search Cornell	
 www.cornell.edu/search/?tab=events	Cornell University - Search Cornell	
 www.cornell.edu/video/?VideoID=155	Human Ecology students debut their fall 2007 fashion innovations	
 www.cornell.edu/search/?tab=people	Cornell University - Search Cornell	

... more rows not shown ...

Use titles

Proportion of pages with titles.
246 of 249 (98.8%)

Use weak titles

Proportion of page titles that could be clearly improved.
1 of 246 (0.4%)



Excellent

Headings

A very small number (0.8%) of pages do not use defined headings.

Correctly defined headings aid accessibility and are particularly important for search engine optimisation.

Some headings (0.1%) were found to be empty, or incorrectly defined. Empty or invalid headings are of no value to search engines and make a website less accessible.

Technical recommendations Define meaningful headings for all webpages (<H1>, <H2> etc).






Pages with no headings

2 found

Page
 www.cornell.edu/maps/large.cfm
 www.cornell.edu/video/CcastVideoIndex.cfm

Headings

1,274 found (only showing top 10)

-	H ▲	Page	Heading	Issue
	H1	www.cornell.edu/events/profile.cfm?id	Events Calendar	
	H1	www.cornell.edu/events/profile.cfm?id	Events Calendar	
	H1	www.cornell.edu/events/profile.cfm?id	Events Calendar	
	H1	www.cornell.edu/about/mission/	The Cornell University Mission	
	H1	www.cornell.edu/emergency/	Emergency Information	
	H1	www.cornell.edu/about/status/	Operating Status	
	H1	www.cornell.edu/about/status/weathe	Ithaca Weather	
	H1	www.cornell.edu/facultystaff/	For Faculty and Staff	
	H1	www.cornell.edu/about/site/	About cornell.edu	
	H1	www.cornell.edu/contact/feedback.cfm	Feedback Form	

... more rows not shown ...

No of headings

Number of headings in website.
2,372

Use headings

Proportion of pages using headings.
247 of 249 (99.2%)

Bad headings

Proportion of headings which are empty or invalid.
3 of 2,372 (0.1%)



Spiderability

Excellent

0.4% of this website (one page) appears to be non-spiderable. This content will likely be invisible to search engines and inaccessible to many users.

Such a small use of non-spiderable content is quite common and may not indicate a problem, but you should check to be sure.

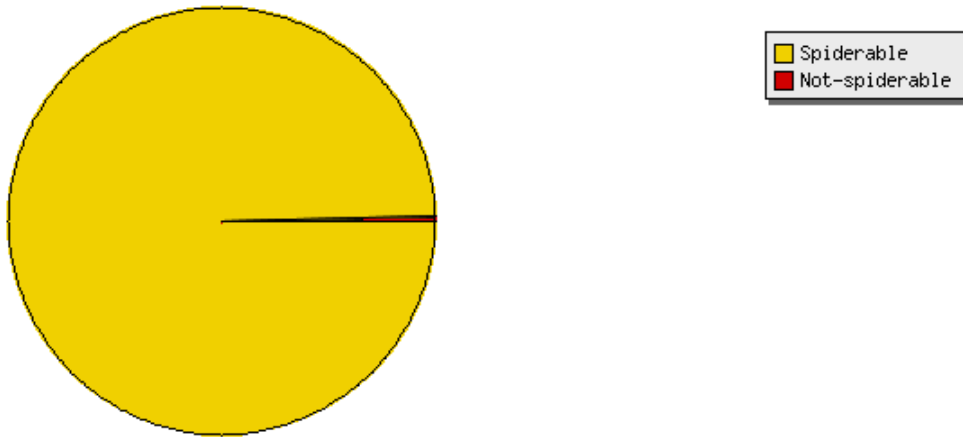
It is sometimes necessary or desirable to use technologies which cannot be spidered, in particular for web applications (e.g. Google Maps, Hotmail, Facebook). If this is the case you may safely disregard this test.

Technical recommendations

Ensure that all significant content in this website can be accessed through use of conventional links. Do not use Javascript, Java or Flash exclusively as a means of navigation or for redirections.

Always provide alternative content (e.g. using <noscript>) where Javascript is essential, even if all this does is explain that Javascript is required.

Spiderability



Spiderable pages

Proportion of pages which can be spidered.
248 of 249 (99.6%)



Broken links

No broken links were found (498 links tested).

Excellent

Detail

No pages found.

Broken links

Number of broken links found on site.
0 of 498 (0.0%)



CSS usage

This website correctly uses Cascading Stylesheets (CSS) for layout for all pages.

Excellent

98.0% of pages use external stylesheets. External stylesheets are considered best practice for ensuring sites are maintainable and quick to load.

Note: if external CSS files are loaded dynamically by Javascript, it will be impossible to detect them - this is considered bad practice.

Technical recommendations

Move embedded and inline style definitions into external stylesheets.

Pages

No css issues found.

Use CSS

Use overrides

Proportion of pages using CSS.
249 of 249 (100.0%)

External stylesheets

Proportion of pages using stylesheets externally (as is best practice).
244 of 249 (98.0%)

Styles used

Breakdown of all styles used in this website.



Excellent

Flash usage

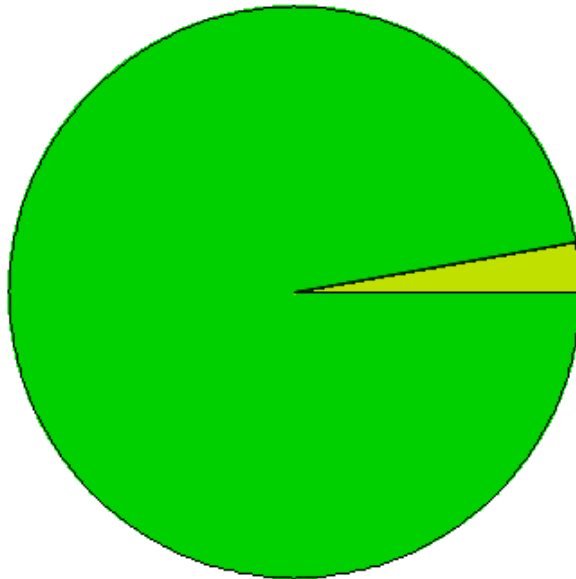
Flash animation was found on 2.8% of pages. All Flash was used appropriately.

Search engines and users without Flash should be able to make some or full use of this website.

Flash detection appears to be used appropriately throughout.

Flash usage

Summary of the use of Flash for all webpages.



- HTML
- HTML + Flash
- HTML + Flash, limited text
- HTML + Flash, no internal links
- HTML + Flash, no links

Include Flash

Proportion of pages featuring Flash.
7 of 249 (2.8%)

Number of Flash animations

Number of Flash animations.
20

Flash








Number of Flash detections

Number of Flash detections recognised.
7

Requires Flash

Proportion of pages requiring Flash.
0 of 249 (0.0%)

7 found

- ▼ Page	Sniff	Type
 www.cornell.edu/video/?VideoID=175	yes	HTML+Flash
 www.cornell.edu/video/?VideoID=155	yes	HTML+Flash
 www.cornell.edu/CUbiquitous/	yes	HTML+Flash
 www.cornell.edu/video/?VideoID=453	yes	HTML+Flash
 www.cornell.edu/video/	yes	HTML+Flash
 www.cornell.edu/video/?bb=tags&tag=reimagining	yes	HTML+Flash
 www.cornell.edu/video/index.cfm	yes	HTML+Flash



Number of pages





Excellent

249 webpages were found (I was looking for up to 249 pages).

I actually found 5199 pages in total, but I can't be sure if they're genuine as I never downloaded them. For this test I was asked to stop after 249 pages.

Pages and redirections found

249 found (only showing top 10)

Page	Depth ▲
 www.cornell.edu/	0
 www.cornell.edu/search/	1
 www.cornell.edu/admissions/	1
 www.cornell.edu/academics/	1
 www.cornell.edu/research/	1
 www.cornell.edu/outreach/	1
 www.cornell.edu/studentlife/	1
 www.cornell.edu/alumni/	1
 www.cornell.edu/visiting/ithaca/	1
 www.cornell.edu/video/	1

... more rows not shown ...

Number of pages

249

Number of possible pages found

5,199

Looking for pages

249



Popups

Excellent

No self-opening popups were found on this website.

Popup windows are generally considered an annoyance by most users, and are increasingly blocked by the majority of web browsers and Internet security applications.

Popups

No popups found.

Include self-opening popups

Proportion of pages with popups that appear automatically.
0 of 249 (0.0%)

Include user-initiated popups

Proportion of pages with popups that are initiated by the user, e.g. clicking a link.
0 of 249 (0.0%)



Excellent

Redirections

No client-side redirections were found on this website.

Client-side redirections generally break the Back button - when users click Back they are stuck on the current page. This can frustrate users and prevent them from finding their way around a site.

Redirections

No non-redirections pages found.

Number of redirections

Number of redirections found in website.
0

Number of Meta Refresh redirections

Number of Meta Refresh redirections found in website.
0

Number of Javascript redirections

Number of Javascript redirections found in website.
0



Excellent

Site structure

The first 249 pages of this website have a shallow page structure. The average page is 1.8 steps away from the homepage.

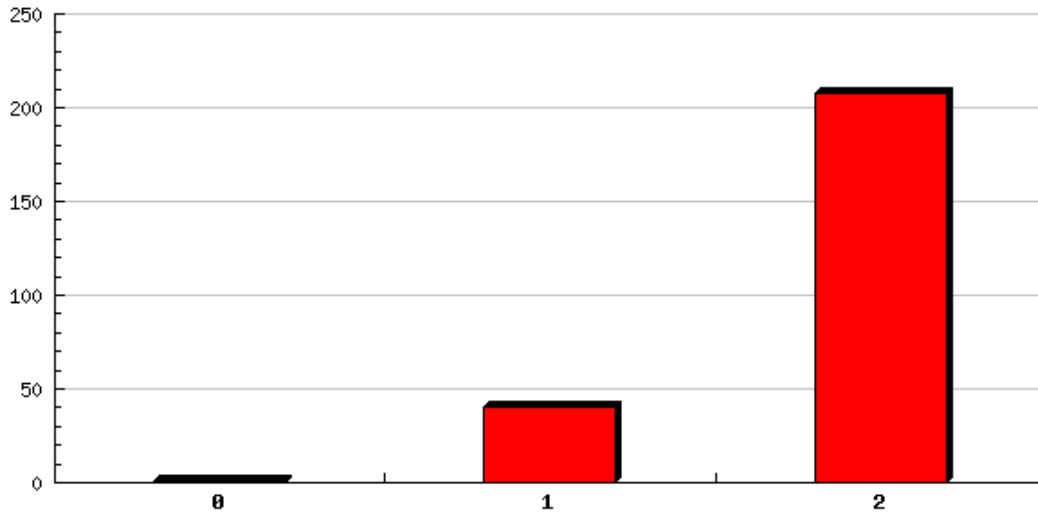
The deepest pages are 2 steps away from the homepage.

I haven't tested all of the pages in this website, so this information may not be representative. For more accurate details, re-test this site with a higher number of pages.

Note that client-side redirections (e.g. Meta Refreshes, Javascript) count as steps to a page. These should be avoided where possible as they slow down the load speed of a website, particularly for homepages.

Page distribution

Breakdown of number of pages at each depth level.



Page depth

249 found (only showing top 10)

Page	Depth ▲
www.cornell.edu/	0
www.cornell.edu/contact/feedback.cfm	1
www.cornell.edu/about/site/	1
www.cornell.edu/facultystaff/	1
www.cornell.edu/about/status/weather.cfm	1
www.cornell.edu/about/status/	1
www.cornell.edu/emergency/	1
www.cornell.edu/about/mission/	1
www.cornell.edu/events/profile.cfm?id=33867&instance=2010%2D02%2D06%2009%3A00	1
www.cornell.edu/events/profile.cfm?id=32117&instance=2010-02-06%2019%3A00%3A00.1	1

... more rows not shown ...

Average depth

Average number of clicks from homepage to any other page.

1.8

Maximum depth

Maximum number of clicks from homepage to any other page.

2

Distant pages

Number of pages which require 4 or more clicks from the homepage to reach.

0 of 249 (0.0%)



URL chopping

This website handles 'chopped' URLs correctly.











A chopped URL is where part of an address is cut off at a forward

Excellent

slash, for example reducing **www.example.com/news/acticle1/** to **www.example.com/news/**. Handling these chopped addresses will aid both users and search engines visiting this website. Users may experiment with chopping parts of the URL out manually, particularly if they are using a popular plugin like Google Toolbar, which allows them to do this with a single mouse click. Some search engines also experiment with chopping up URLs to explore more pages.

Chopped URLs

63 found (only showing top 10)

- ▼ Path	HTTP code	Issue
 www.cornell.edu/collections	301	
 www.cornell.edu/libraries	301	
 www.cornell.edu/about	301	
 www.cornell.edu/visiting/qatar	301	
 www.cornell.edu/alumni	301	
 www.cornell.edu/visiting/ithaca	301	
 www.cornell.edu/diversity	301	
 www.cornell.edu/visiting	301	
 www.cornell.edu/maps	301	
 www.cornell.edu/video	301	

... more rows not shown ...

Broken paths

Number of reduced paths which report errors.
0 of 63 (0.0%)



Amount of content

Information

There is an appropriate amount of text on this website (average of 168 words per page).

Number of words

Number of words in website.
83,859

Words per page

Average number of words per page.
168

Too many words

Number of pages with too many words on.
0 of 498 (0.0%)

Too few words

Number of pages with too few words on.
0 of 498 (0.0%)



Contact details

Information

55 different email addresses were found in this website. 109 different phone numbers were found in this website. 4 different addresses were found in this website.

Because these contact details were detected automatically by software, it is possible some other details have been omitted.

Any email addresses that can be detected by this test are much more




























susceptible to spam. Spammers routinely crawl pages in a similar way to harvest new addresses to send spam to. This doesn't mean you shouldn't put email addresses on your website - but do so carefully.


Technical recommendations





Check all contact details are correct. Consider carefully what email addresses should be listed on your website, as they will be much more susceptible to spam. If an email address has been on your website for some time, there is probably little benefit from removing it.

Summary

168 found (only showing top 100)

Type ▲	Details	Pages
 Address	your question to Cornell in writing you can mail it to: Campus Information and Visitor Relations Day Hall Lobby Cornell University Ithaca NY, 14853	2
 Address	Campus Information and Visitor Relations Day Hall Lobby Cornell University Ithaca NY, 14853	2
 Address	Undergraduate Admissions Office 410 Thurston Ave. Cornell University Ithaca NY, 14850-2488	2
 Address	292 Martha Van Rensselaer Ithaca NY, 14853	2
 Email	kpl5@cornell.edu	2
 Email	enr_admissions@cornell.edu	1
 Email	cunews@cornell.edu	1
 Email	government_relations@cornell.edu	1
 Email	humec_admissions@cornell.edu	1
 Email	vp_research@cornell.edu	1
 Email	photo@cornell.edu	1
 Email	aap_admissions@cornell.edu	1
 Email	feedbackprogram@cornell.edu	2
 Email	mbs19@cornell.edu	2
 Email	reimaginingcornell@cornell.edu	5
 Email	webmaster@cornell.edu	6
 Email	cornell-policy-office@cornell.edu	2
 Email	admissions@cornell.edu	1
 Email	blue_pages@cornell.edu	1
 Email	outreach@cornell.edu	3
 Email	SpecialConditions-L-request@cornell.edu	4
 Email	caf74@cornell.edu	3
 Email	jb449@cornell.edu	1
 Email	as_admissions@cornell.edu	1
 Email	palante@cornell.edu	2
 Email	outreach-portal@cornell.edu	1
 Email	diversityinput@cornell.edu	12

	Type ▲	Details	Pages
	Email	cwk47@cornell.edu	2
	Email	gradschool@cornell.edu	1
	Email	apb76@cornell.edu	1
	Email	School-Closing-L-request@cornell.edu	1
	Email	cad5@cornell.edu	1
	Email	pressoffice@cornell.edu	1
	Email	ncc22@cornell.edu	2
	Email	theatre@cornell.edu	1
	Email	vpcommunications@cornell.edu	1
	Email	cornellcast@cornell.edu	1
	Email	-request@cornell.edu	1
	Email	helpdesk@cornell.edu	2
	Email	CURxED@cornell.edu	1
	Email	als_admissions@cornell.edu	1
	Email	copyright_abuse@cornell.edu	1
	Email	cms92@cornell.edu	2
	Email	lab14@cornell.edu	2
	Email	community_relations@cornell.edu	1
	Email	hck1@cornell.edu	1
	Email	ilr_admissions@cornell.edu	1
	Email	centralnewyork@dreamfactoryinc.org	1
	Email	arra@cornell.edu	1
	Email	strategicplanning2010@cornell.edu	5
	Email	mlr24@cornell.edu	6
	Email	flu-info@cornell.edu	15
	Email	LL48@cornell.edu	1
	Email	ag262@cornell.edu	1
	Email	info@cornell.edu	5
	Email	equalopportunity@cornell.edu	1
	Email	tommy.bruce@cornell.edu	1
	Email	trw43@cornell.edu	1
	Email	hotelshool_admissions@cornell.edu	1
	Extension	255-3221 x 309	2
	Extension	273-6623 x26	1

	Type ▲	Details	Pages
	Fax	(607)255-4763	1
	Fax	(607)255-5373	1
	Fax	(607) 254-5175	1
	Fax	(607)254-6225	1
	Fax	(607)255-5396	2
	Fax	(607) 254-5333	1
	Fax	(607) 255-5396	1
	Phone	(607) 255-3377	2
	Phone	255-7066	1
	Phone	(607) 255-4908	1
	Phone	(607)254-4636	1
	Phone	(607) 255-6567	2
	Phone	(607)254-4636 (4-	1
	Phone	(607) 254-3584	1
	Phone	607-255-5243	1
	Phone	607-255-1212	1
	Phone	607-255-1531	1
	Phone	607-255-5155	1
	Phone	607-255-4214	1
	Phone	607-255-4680	1
	Phone	(607)255-8990	2
	Phone	607-255-4321	1
	Phone	607-255-0015	1
	Phone	607-254-4987	1
	Phone	607-255-3841	1
	Phone	607-255-	1
	Phone	(607-255-3277)	1
	Phone	(607)255-6074	1
	Phone	(607) 254-5282	1
	Phone	607 255-767	1
	Phone	(607)255-4206	1
	Phone	(607)255-9929	1
	Phone	(607)255-1290	1
	Phone	607-254-4545	1

Type ▲	Details	Pages
Phone	607-255-1115	1
Phone	(607) 255-5241	1
Phone	607-255-3976	1
Phone	255-7665	1
Phone (?)	607 337-1660	1

... more rows not shown ...

Detail

298 found (only showing top 10)

URL	Type	Details
www.cornell.edu/research/	Email	vp_research@cornell.edu
www.cornell.edu/research/	Phone (?)	(607) 255-7200
www.cornell.edu/outreach/	Email	outreach@cornell.edu
www.cornell.edu/diversity/	Email	diversityinput@cornell.edu
www.cornell.edu/maps/	Email	info@cornell.edu
www.cornell.edu/reimagining/	Email	reimaginingcornell@cornell.edu
www.cornell.edu/reimagining/	Email	strategicplanning2010@cornell.edu
www.cornell.edu/flu/	Email	flu-info@cornell.edu
www.cornell.edu/flu/	Phone (?)	607-255-0101
www.cornell.edu/flu/	Phone (?)	607-255-0101

... more rows not shown ...



Cookies

Information

3 cookies are used by this website on 1.2% of pages.

As there is no explicit policy against cookies, this is perfectly acceptable. Bear in mind some users will disable cookies, and that search engines do not tend to persist state by supporting them. Therefore ensure the website is usable without them wherever possible.

Cookies used

Breakdown of cookies used in this website.

Number of cookies

Number of unique cookies used in this website.
3

Pages using cookies

Proportion of pages using cookies.
3 of 249 (1.2%)



Design list

Information

8 page designs were detected. You should check that all of these designs are appropriate.

Sometimes a different design occurs because out of date pages are still on a website, or when error pages are found.

Designs used

Breakdown of all styles used in this website.

Designs

8 found

Screenshot	Example	Name ▲	Pages	%
	www.cornell.edu/	Design #1	216	86.7%
	www.cornell.edu/video/	Design #2	7	2.8%
	www.cornell.edu/reimagining/	Design #3	5	2.0%
	www.cornell.edu/maps/large.cfm	Design #4	1	0.4%
	www.cornell.edu/video/feedback.cfm	Design #5	1	0.4%
	www.cornell.edu/video/submit.cfm	Design #6	1	0.4%
	www.cornell.edu/video/swfobject.html?d	Design #7	1	0.4%
	www.cornell.edu/video/CcastVideoIndex.	Design #8	1	0.4%

Note that screenshots may not be available for all designs, depending on how popular the relevant webpage is.

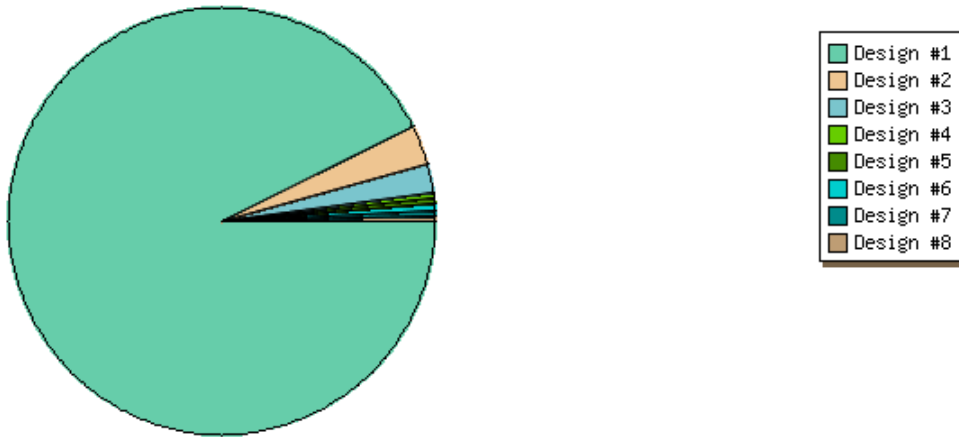
No of designs

Total number of different designs.
8

Similarity threshold

Threshold for similarity (1 = more pages are similar, 10 = very few pages are similar).
3

Design distribution



Domain name

There are no obvious signs that this domain name is inappropriate or being abused by domain squatters.

Information

Domain typos

Table of likely domain typos and their use.

Whois

Whois result for domain name.

Key pages

6,159 internal links were found pointing to 233 pages in this



Information

website.

Pages which are linked to extensively are given proportionally higher weight in search engines, and are more likely to be visited by users. It can be helpful to review these 'key pages' particularly for search engines.

You will normally find that pages in your top level navigation appear highest here.

Technical recommendations

Ensure that specific pages you wish to score highly in search engines are well linked to in your site. Avoid simply linking to every page equally, or linking to too many pages - the positive effect will be lost.

Key pages

233 found (only showing top 10)

Page	Links to ▼
www.cornell.edu/about/status/	246
www.cornell.edu/emergency/	245
www.cornell.edu/about/status/weather.cfm	244
www.cornell.edu/facultystaff/	244
www.cornell.edu/about/site/	243
www.cornell.edu/contact/feedback.cfm	240
www.cornell.edu/search/	237
www.cornell.edu/research/	227
www.cornell.edu/studentlife/	227
www.cornell.edu/outreach/	227

... more rows not shown ...



Information

Outgoing links

1,453 unique outgoing links were found in this website.




There is nothing wrong with linking to external websites, but knowing what websites you link to can be useful. Some search engines may penalise your site if you link to particularly bad material (e.g. [badware](#)).

If you own a network of sites, there can be some benefit in linking between them.

Outgoing domains

574 found (only showing top 10)











Domain	Pages ▼	%
www.cornell.edu	377	151.4%
www.hr.cornell.edu	244	98.0%
pressoffice.cornell.edu	238	95.6%
www.cuinfo.cornell.edu	238	95.6%
uportal.cornell.edu	237	95.2%
www.news.cornell.edu	215	86.3%
events-lamp.cit.cornell.edu	176	70.7%

Domain	Pages ▼	%
 as.cornell.edu	125	50.2%
 www.med.cornell.edu	120	48.2%
 www.alumni.cornell.edu	108	43.4%

... more rows not shown ...

Outgoing links

1,453 found (only showing top 10)

URL	Pages ▼	%
 pressoffice.cornell.edu/	238	95.6%
 www.hr.cornell.edu/jobs/	238	95.6%
 uportal.cornell.edu/	237	95.2%
 www.cuinfo.cornell.edu/	237	95.2%
 www.cornell.edu	237	95.2%
 www.cornellbigred.com/	90	36.1%
 www.commencement.cornell.edu/	88	35.3%
 www.alumni.cornell.edu/reunion/	88	35.3%
 events-lamp.cit.cornell.edu/Calendar/Edit.php	88	35.3%
 online.aad.cornell.edu/Content/event/calendar/index.cfm	88	35.3%

... more rows not shown ...

Number of outgoing links

Number of outgoing links in this website.
4,233

Number of unique outgoing links

Number of unique outgoing links in this website.
1,453

Appendix: Summaries

How summary scores for this report were calculated.



Good

Quality Score

The quality of the build of this website.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

Derived from

21 found

Score	Test	Extra penalty*	Weight
1.0	Printability	-0.6: Webpages should be designed specifically for easy printing by end users	1
4.0	URL format		0.5
5.8	Readability		0.5
6.6	Links		0.5
7.1	Spelling		0.5
8.0	Fonts		0.75
8.8	Images		0.5
9.3	Alternative text		0.5
9.6	Metadata		0.25
9.6	File usage		2
9.7	Analytics software		0.5
9.9	Headings		1
9.9	Page titles		1
10.0	Popups		0.25
10.0	Redirections		0.75
10.0	Flash usage		1
10.0	Site structure		0.5
10.0	CSS usage		0.75
10.0	Spiderability		1
10.0	Broken links		1
10.0	URL chopping		0.25

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



Good

Search Score

How effectively this website is optimised for search engines.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the Search Engine Optimisation (SEO) of this website - however for a full understanding you should review the individual tests listed below.

Derived from

16 found

Score	Test	Extra penalty*	Weight
1.0	Search engine placement		2
4.0	URL format		1
5.1	Use of keywords		2
6.6	Links		1
8.7	Incoming links		2
8.9	Popularity rank		2
9.3	Alternative text		1
9.6	File usage		0.5
9.6	Metadata		1
9.9	Page titles		1
9.9	Headings		1
10.0	URL chopping		0.25
10.0	Redirections		1
10.0	Broken links		0.5
10.0	CSS usage		0.25
10.0	Spiderability		1

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



Good

Content Score

The quality of the content of this website.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the quality of this website - however for a full understanding you should review the individual tests listed below.

Derived from

12 found

Score	Test	Extra penalty*	Weight
5.8	Readability		1

Score	Test	Extra penalty*	Weight
6.6	Links		0.5
7.1	Spelling		1
8.8	Images		1
9.3	Alternative text		0.25
9.6	Metadata		0.5
9.9	Headings		0.25
9.9	Page titles		0.25
10.0	Number of pages		1
10.0	Broken links		1
10.0	Site structure		0.25
i	Contact details		0.8

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



Good

Accessibility Score

The accessibility of this website for users with disabilities.

This is a summary score, comprised of other tests weighted for importance. It can be useful as a quick, rough indicator of the accessibility of this website - however for a full understanding you should review the individual tests listed below.

Derived from

17 found

Score	Test	Extra penalty*	Weight
4.0	URL format		0.8
5.8	Readability		1
6.6	Links	-0.1 : Poor quality links make navigating a site extremely difficult for many users	1
8.0	Fonts		1
8.8	Images		1
9.3	Alternative text		2
9.6	File usage		0.5
9.9	Headings		1
9.9	Page titles		1
10.0	Flash usage		2
10.0	Spiderability		2

Score	Test	Extra penalty*	Weight
10.0	Broken links		1
10.0	Redirections		0.75
10.0	Site structure		0.5
10.0	Number of pages		0.25
10.0	CSS usage		1
10.0	Popups		0.5

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.



Good

Site Score

An overall summary score for this website.

This is a summary score, comprised of all other tests weighted for importance. It can be useful as a quick, rough indicator of how good this website is - however for a full understanding you should review the individual tests listed below.

Derived from

29 found

Score	Test	Extra penalty*	Weight
1.0	Search engine placement		1
1.0	Printability		1
4.0	URL format		0.8
5.1	Use of keywords		1
5.8	Readability		1
6.6	Links		1
7.1	Spelling		0.25
8.0	Fonts		1
8.7	Incoming links		1
8.8	Images		1
8.9	Popularity rank		1.75
9.3	Alternative text		1
9.6	File usage		2
9.6	Metadata		0.4
9.7	Analytics software		0.5
9.9	Headings		1
	Page titles		1

Score	Test	Extra penalty*	Weight
9.9			
10.0	Site structure		0.5
10.0	CSS usage		1
10.0	Redirections		1
10.0	URL chopping		0.25
10.0	Spiderability		1
10.0	Broken links		1
10.0	Popups		1
10.0	Flash usage		1.5
10.0	Number of pages		0.5
i	Contact details		0.5
i	Cookies		0.5
i	Outgoing links		0.5

*An **Extra penalty** is applied where a particular test score is so bad, that it has a far greater impact on a website than the **Weight** usually allows. You should read about each individual test to discover more.

Homepage



Report generated automatically by WebScan.