SEO Report
Turbo Website Reviewer

57

Your Website Score

Review of Theconversation.com

Generated on 2025-06-23

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Iconography

✅ Good   ⚙️⚙️⚙️ Hard to solve

⚠️ To Improve   ⚙️⚙️⚙️ Little tough to solve

❌ Errors   ⚙️⚙️⚙️ Easy to solve

⚫ Not Important   ⚙️⚙️⚙️ No action necessary

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Search Engine Optimization

Title Tag

The Conversation: In-depth analysis, research, news and ideas from leading academics and researchers.

Length: 101 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Meta Description

Curated by professional editors, The Conversation offers informed commentary and debate on the issues affecting our world. Plus a Plain English guide to the latest developments and discoveries from the university and research sector.

Length: 233 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these

appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize

click-through rate.

Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the

topic of the page is.

However, google can't use meta keywords.

Google Preview

The Conversation: In-depth analysis, research, news and ideas from leading academics and researchers.

theconversation.com/

Curated by professional editors, The Conversation offers informed commentary and debate on the issues affecting our world. Plus a Plain English guide to the latest developments and discoveries from the university and research sector.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
0	2	43	1	68	0

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<H2> Our Members </H2>

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<H3> The Weimar triangle: how Germany's new government could reinvigorate an important European security alliance </H3>

<H3> Degrowth and fashion: how upcycling innovators show us how to rethink and reuse waste </H3>

<H3> Recycling batteries from 'urban mines': how Europe can source critical raw materials at home </H3>

<H3> Bulgaria is joining the euro in January – and not everyone is pleased </H3>

<H3> Animals can't talk like humans do – here's why the hunt for their languages has left us empty-handed </H3>

<H3> Neanderthal extinction: a space physicist reopens the debate </H3>

<H3> 'Active breaks' can combat the health risks of a sedentary lifestyle, but what kind of exercise is best? </H3>

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<H3> Lower revenues, pricier loans: how flooding in Europe affects firms and the financial system they depend on </H3>

<H3> France's final nuclear tests in the South Pacific, 30 years on </H3>

<H3> Oldest known human fingerprint discovered on ancient Neanderthal artwork – with help from Spain's forensic police </H3>

<H3> Greenland's melting ice caps reveal the true extent of climate change </H3>

<H3> From sovereignty to sustainability: a brief history of ocean governance </H3>

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<H3> How a postwar German literary classic helped eclipse painter Emil Nolde's relationship to Nazism </H3>

<H3> Record rainfall in the south, drought in the north: what's causing Europe's unusual spring weather? </H3>

<H3> Just three nights of poor sleep might harm your heart – new study </H3>

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Is the pope a mathematician? Yes, actually – and his training may help him grapple with the infinite

Is every nationalist a potential fascist? A historian weighs in

Urban environments significantly increase risk of developing asthma – new research

How ongoing deforestation is rooted in colonialism and its management practices

Trump is pushing the EU and China closer. Is this a full reset, or just strategic readjustment?

Could the euro replace the dollar as global reserve currency? It's not getting any less likely

Homo sapiens regularly crossed the Pyrenees during the Ice Age – here's what they took with them

What we've learnt about lone-actor terrorism over the years could help us prevent future attacks

What interviews with ordinary Germans living under the Nazis can teach us about our current politics

Art Deco: 100 years since the Paris exhibition that revolutionised modern design

Drug pollution in water is making salmon take more risks – new research

Brains of people with schizophrenia may age faster – how our research adds to the evidence

Europeans have more flexible views on how to respond to irregular migrants than policymakers think – new research

The paradox of democracy's success: behavioural science helps explain why we miss autocratic red flags

Our new study indicates maternal exposure to relatively low fluoride levels may affect intelligence in children

Western Europe's oldest human face discovered in Spain

Trump and Europe: US 'transactionalism on steroids' is the challenge facing leaders now

Electric cars were once marketed as 'women's cars'. Did this hold back their development over the next century?

Abducting women: early modern Europe's solution to marital problems

Renewable energy: rural areas can be the EU's green powerhouse

Education for peace: the effort to teach children how to rebuild societies after WWII

How a troubled childhood can foster creative talent – new study

Members

Get the Conversation Europe newsletter, direct to your inbox every Thursday

What is a 'bunker buster'? An expert explains what the US dropped on Iran

Israel, Iran and the US: why 2025 is a turning point for the international order

From hotspot to flashpoint: how tourism pushed Barcelona to breaking point, and how social movements are fighting back

The politics of blame: Accusing immigrants won't solve Germany's antisemitism problem

Mosquito, tick or flea? How to avoid, identify and treat insect bites this summer

Testing between intervals: a key to retaining information in long-term memory

No packaging, no problem? The potential drawbacks of bulk groceries

How diet can help prevent muscle injuries in over-50s

Harmful chemicals often migrate into tinned food – here's how to avoid eating them

Ghosting and 'breadcrumbing': the psychological impact of our bad behaviour on dating apps

Trump's travel ban casts shadow over the upcoming Fifa Club World Cup and other US-hosted sporting events

Why the appendix is much more important than we once thought

After 50 successful years, the European Space Agency has some big challenges ahead

Is the bar higher for scientific claims of alien life?

One lawsuit just helped melt the fossil fuel industry's defence against being held accountable for climate change

We're criticising GDPR for all the wrong reasons

How pro-Europe, pro-US Poland offers the EU a model for how to handle Trump

'I will not eat the bugs': examining a right-wing narrative about scarcity and insect consumption

Russia is facing fresh sanctions, but Putin is used to dealing with a struggling economy

Is air travel about to get greener? Our study shows how 'coopetition' is helping aircraft companies tackle sustainability

Social platform Stocktwits and other sources of 'alternative data' may be hurting financial analysts' long-term forecasts

AI methods help predict the emergence of 'gazelles' and other high-growth firms, but challenges remain
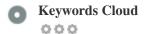
</H5>

Italy's areas of wartime fascist resistance remain less susceptible to the far right today

Antibiotic resistance dates back millions of years, with important lessons for modern medicine

The environmental, social and public health toll of Europe's factory farming dependency

Three strategies to help European carmakers regain their edge

Spain and Portugal power cut: how public and official responses have prevented this energy emergency from becoming a crisis

Want to walk the Camino de Santiago pilgrimage? Leave your phone at home

Glitter's sparkle hides a darker side – it can change the chemistry of our oceans

Why sitting down – and getting back up – might be the most important health test you do today

The EU has banned BPAs: here's what you need to know about this common, toxic compound

Threatening diversity, threatening growth: the business effects of Trump's anti-DEI and anti-trans agendas

'Piracy' to legitimacy: how companies like French ride-hailing platform Heetch can make their mark

Social attitudes are driving Europe's mobility transformation, not tech

Manuscript sold for €300 is now attributed to Cyrano de Bergerac – but questions remain about the play's authorship

Europe's elderly need migrant caregivers – whether we like it or not

Google, antitrust enforcement and the future of European digital sovereignty

US v. them: Trump's tariffs and his economic vision of dominance

How long can you stand on one leg? This simple test is the single clearest indicator of physical ageing

Europe tops global ranking of dynamic and sustainable cities – here's why

Why we need to teach digital literacy in schools

The radical European peasant movements that formed populist parties and breakaway republics

Uncorking the past: new analysis of Troy findings rewrites the story of wine in the early bronze age

Bonobos create phrases in similar ways to humans, new study suggests

Dark energy may not be constant – this discovery could undermine our entire model of cosmological history

Life-size sculptures uncovered in Pompeii show that ancient women didn't just have to be wives to make a difference

Consecutive El Niños are happening more often and the result is more devastating – new research

Traumatic experiences and genetics may increase endometriosis risk, a new study finds

Tech startup culture is not as innovative as founders may think

3D-printed grafts: shaping the future of bone and tissue regeneration

How foreign accents subconsciously shape the way we interact

How dramatic daily swings in oxygen shaped early animal life – new study

Medieval Venice shows us the good art can do in times of crisis

AI transformation in the legal sector begins in law schools

Software is increasingly being built by AI – so it's vital to know if it can be trusted

A 'golden age' of global free trade is over. Smaller alliances can meet the moment

AI robot pets can be adorable and emotionally responsive. They also raise questions about attachment and mental health

Theft, daydreaming and everything in between: most of us are a bit 'deviant' at work

No world order: Europe needs more radical thinking for the Trump era

Academic freedom and democracy under siege: how a Nobel peace prize could help defend them

Carbon capture and storage: how to remove all CO_2 emissions everywhere all at once

The EU's 'twin' green and digital transitions: a policy revolution, or just Euro-jargon?

The US has entered the Israel-Iran war. Here are 3 scenarios for what might happen next

What is a 'bunker buster'? An expert explains what the US dropped on Iran

Neanderthal extinction: a space physicist reopens the debate

'Active breaks' can combat the health risks of a sedentary lifestyle, but what kind of exercise is best?

Israel, Iran and the US: why 2025 is a turning point for the international order

Why did Israel defy Trump – and risk a major war – by striking Iran now? And what happens next?

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

university 29   universidad 22   business 16   white 14   universitat 11

paris 11   blue 11   trump 10   health 10   santiago 9

european 9   yellow 8   universidade 8   study 8   holding 8

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
university	29	✖	✔	✔
universidad	22	✖	✖	✖
business	16	✖	✖	✔
white	14	✖	✖	✖
universitat	11	✖	✖	✖
paris	11	✖	✖	✔
blue	11	✖	✖	✖
trump	10	✖	✖	✔
health	10	✖	✖	✔
santiago	9	✖	✖	✔
european	9	✖	✖	✔
yellow	8	✖	✖	✖
universidade	8	✖	✖	✖
study	8	✖	✖	✔
holding	8	✖	✖	✖

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute

We found 0 images on this web page

✔ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio

HTML to Text Ratio is: **1.65%**

Text content size 17754 bytes

Total HTML size 1078884 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by

search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

GZIP compression

Wow! It's GZIP Enabled.

✔ Your webpage is compressed from 1054 KB to 94 KB (91.1 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

IP Canonicalization   No your domain IP 151.101.194.132 does not redirect to theconversation.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite   Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs   Great, you are not using underscores (these_are_underscores) in your URLs

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.

WWW Resolve

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

XML Sitemap

Good, you have XML Sitemap file!
http://theconversation.com/sitemap.xml

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

Robots.txt

Good, you have Robots.txt file!
http://theconversation.com/robots.txt

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

Embedded Objects

Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

Iframe

Perfect, no Iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

Exactly how many years and months

Domain Age: 22 Years, 25 Days

Created Date: 29th-May-2003

Updated Date: 20th-May-2024

Expiry Date: 29th-May-2026

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Indexed Pages

Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture &

internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

Backlinks Counter

Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

Usability

URL
http://theconversation.com
Length: 15 characters

> Keep your URLs short and avoid long domain names when possible.
>
> A descriptive URL is better recognized by search engines.
>
> A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g.,
>
> http://www.mysite.com/en/products).

Favicon
⬤ Great, your website has a favicon.

> Favicons improve a brand's visibility.
>
> As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page
Great, your website has a custom 404 error page.

> When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard
>
> to obtain through the search engines and third party links.
>
> Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

Page Size   1054 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time   0.22 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language   Oh no, you have not declared your language
                              Declared Language: Unknown

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
theconversation.net	Already Registered
theconversation.org	Already Registered
theconversation.biz	Already Registered
theconversation.us	Already Registered
theconversation.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
rheconversation.com	Available
fheconversation.com	Available
gheconversation.com	Available
hheconversation.com	Available
yheconversation.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.

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Email Privacy

Good, no email address has been found in plain text.

> We don't recommend adding plain text/linked email addresses to your webpages.
>
> As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Safe Browsing

The website is not blacklisted and looks safe to use.

> Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.
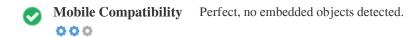
Mobile

Mobile Friendliness

Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search

results.

Mobile Compatibility

Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View

⚙ ⚙ ⚙

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Technologies

Server IP
⚙ ⚙ ⚙

Server IP	Server Location	Service Provider
151.101.130.132	Not Available	Not Available

> Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.
>
> Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips
⚙ ⚙ ⚙

Tips for authoring fast-loading HTML pages:

✔ Perfect, your website has few CSS files.

✖ Too bad, your website has too many JavaScript files.

✔ Perfect, your website doesn't use nested tables.

✖ Too bad, your website is using inline styles.

> Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.
>
> ???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.
>
> Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics
⚙ ⚙ ⚙

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.

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Doc Type

Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Social

Social Data
⚙ ⚙ ⚙

Your social media status

f Facebook: ✔ ConversationEDU

G+ Twitter: ✘

in Instagram: ✘

> Social data refers to data individuals create that is knowingly and voluntarily shared by them.
>
> Cost and overhead previously rendered this semi-public form of communication unfeasible.
>
> But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Visitors

Traffic Rank
⚙ ⚙ ⚙

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization
⚙ ⚙ ⚙

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth
⚙ ⚙ ⚙

$10 USD

Just a estimated worth of your website based on Alexa Rank.

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Link Analysis

In-Page Links

We found a total of 0 links including both internal & external links of your site

Anchor	Type	Follow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.

Broken Links

No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.