SEO Report
Turbo Website Reviewer

57

Your Website Score

Review of Upenn.edu

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

To Improve

Errors

Not Important

Hard to solve

Little tough to solve

Easy to solve

No action necessary

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Search Engine Optimization

Title Tag

University of Pennsylvania

Length: 26 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

Topics

Length: 6 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
⚙ ⚙ ⚙

[University of Pennsylvania](#)
upenn.edu/
Topics

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>
1	17	65	0	0	0

<H1> Designing cleaner, greener concrete that absorbs carbon dioxide </H1>
<H2> News </H2>
<H2> News </H2>
<H2> News </H2>
<H2> News </H2>
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<H2> Navigate </H2>
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<H3> Strongest nor'easters getting stronger </H3>
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<H3> Exhibition as conversation </H3>
<H3> Bringing museum filmmaking into the classroom </H3>
<H3> At the Venice Biennale, a convergence of innovations in materials, structures, and landscapes </H3>
<H3> 'Scattered Earth, Sounded Depth' </H3>
<H3> For dual architecture degree candidate Kelvin Vu, design begins with the body </H3>
<H3> New teacher-staffing model rethinks 'one-teacher, one-classroom' </H3>
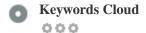<H3> Library research in action: Wandering the stacks with Mengliu Cheng </H3>

A new understanding of brain activity when we 'read the minds' of others

Annenberg School launches Master of Communication and Media Industries program

Penn GSE launches Algebra 1 fellowship to strengthen math teaching in Philadelphia schools

'Elusive Cures: Why Neuroscience Hasn't Solved Brain Disorders—and How We Can Change That'

Legal historian traces history of 'marital privilege' in American law

Who, What, Why: Lauren Nelson Hyppolite on leading Wharton AI and research initiatives

'Where AI Works'

Research and scholarship at the intersection of law and history

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Guardrails versus leashes: Finding a better way to regulate AI technology

A hands-on education of Pennsylvania and New Jersey ecology

Strongest nor'easters getting stronger

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Penn engineers turn toxic fungus into anti-cancer drug

Wensi Wu uses digital twins to explore the hidden mechanics of the human heart

Teaching robots to build without blueprints

Penn students innovate in the time of AI

AI x Science Postdoctoral Fellowship

Penn fourth-year and recent alum named 2025 Hertz Fellows

The soul of an artist, the mind of a mathematician

Genetic testing beneficial in critically ill adults

New Penn Vet study uncovers a key guardian of gut health and metabolism

'Leukemia-on-a-chip' could transform CAR T blood cancer treatments

Informing Pennsylvania public health and safety on deer ticks

Red Ribbon Connect links Penn with HIV/AIDS researchers worldwide

Gene therapy may slow loss of motor function in ALS

Penn students and alumni awarded Fulbright 2025-26 U.S. Student Program grants

A year in photos and videos

Mark Dingfield named executive vice president at Penn

David Meaney named vice provost for research at Penn

The importance and power of undergraduate research

Composto, Jordan-Sciutto named vice provosts at Penn

Penn Glee Club performs in Tokyo, Hong Kong, and Beijing

Penn Washington names Celeste Wallander as inaugural executive director

Penn leaders-turned-diplomats reflect on American statecraft and foreign policy

Turning bicycles into an engineering study tool

Using climate modeling to guide global economic and political decisions

How climate change impacts food security

Health & Medicine

Garden Jams: Vertical Current

Horticulture Center Food Forest Workday

Wings & Wildflowers and Exuberant Blooms

In Principle & Practice

Climate and Sustainability Action Plan

Belonging at Penn

Campaign for Community

Research & Innovation

Follow us on social media

Equal Opportunity and Nondiscrimination at Penn

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

penn 40 news 16 health 15 today 13 more 12

arts 9 campus 9 research 8 natural 7 business 6

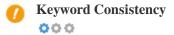students 6 sciences 6 climate 5 will 5 pennsylvania 5

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>
penn	40	✔	✖	✔
news	16	✖	✖	✔
health	15	✖	✖	✔
today	13	✖	✖	✖
more	12	✖	✖	✖
arts	9	✖	✖	✖
campus	9	✖	✖	✖
research	8	✖	✖	✔
natural	7	✖	✖	✔
business	6	✖	✖	✖
students	6	✖	✖	✔
sciences	6	✖	✖	✔
climate	5	✖	✖	✔
will	5	✖	✖	✖
pennsylvania	5	✔	✖	✔

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 74 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: **7.58%**

Text content size 10019 bytes
Total HTML size 132193 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 129 KB to 29 KB (77.8 % 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 23.185.0.4 does not redirect to upenn.edu

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://upenn.edu/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://upenn.edu/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

Oh 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: 39 Years, 45 Days

Created Date: 2nd-Jun-1986

Updated Date: 17th-Apr-2025

Expiry Date: 31st-Jul-2027

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://upenn.edu
Length: 5 characters

Keep your URLs short and avoid long domain names when possible.

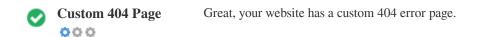A descriptive URL is better recognized by search engines.

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

129 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

0.94 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

Good, you have declared your language
Declared Language: English

> 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
upenn.com	Already Registered
upenn.net	Already Registered
upenn.org	Already Registered
upenn.biz	Already Registered
upenn.us	Already Registered

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

Typo Availability
⚙ ⚙ ⚙

Domains (TLD)	Status
upen.edu	Already Registered
ypenn.edu	Already Registered
hpenn.edu	Already Registered
jpenn.edu	Already Registered
kpenn.edu	Already Registered

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

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✗ Email Privacy

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.

Email address has been found in plain text!

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
✗ ⚙ ⚙ ⚙

Bad, 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
23.185.0.4	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.

✔ Perfect, your website has few 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.

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: ✔ UnivPennsylvania

[G+] Twitter: ✖

[in] Instagram: ✔ P

> 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 152 links including both internal & external links of your site

Anchor	Type	Follow
Penn Home	Internal Links	Dofollow
Academics	Internal Links	Dofollow
Undergraduate	Internal Links	Dofollow
Graduate	Internal Links	Dofollow
Schools	Internal Links	Dofollow
Global Initiatives	Internal Links	Dofollow
Interdisciplinary	Internal Links	Dofollow
Online Learning	Internal Links	Dofollow
Off-campus Learning	Internal Links	Dofollow
Admissions & Aid	Internal Links	Dofollow
Athletics	Internal Links	Dofollow
Research & Innovation	Internal Links	Dofollow
Research Enterprise	Internal Links	Dofollow
Research at Penn	Internal Links	Dofollow
Life at Penn	Internal Links	Dofollow
Arts & Culture	Internal Links	Dofollow
Community Involvement	Internal Links	Dofollow
Penn & Philadelphia	Internal Links	Dofollow
Groups & Organizations	Internal Links	Dofollow
Housing & Dining	Internal Links	Dofollow
Health & Wellness	Internal Links	Dofollow
Safety & Security	Internal Links	Dofollow
Emergency Contacts	Internal Links	Dofollow
Emergency Preparedness	Internal Links	Dofollow
Spirituality & Religion	Internal Links	Dofollow
About	Internal Links	Dofollow
Trustees & Administration	Internal Links	Dofollow
History	Internal Links	Dofollow
Securing a Sustainable Future	Internal Links	Dofollow
Climate Investments	Internal Links	Dofollow
Sustainability Initiatives	Internal Links	Dofollow
Research & Teaching	Internal Links	Follow
News & Announcements	Internal Links	Dofollow
News, Media, & Communication Services	Internal Links	Dofollow
FAQ	Internal Links	Dofollow
Policies	Internal Links	Dofollow
Facts	Internal Links	Dofollow
University Values	Internal Links	Dofollow
Parents	Internal Links	Dofollow
Visitors	Internal Links	Dofollow
A-Z	Internal Links	Dofollow
Directory	Internal Links	Dofollow
Services	Internal Links	Dofollow
Designing cleaner, greener concrete that absorbs carbon dioxide Penn engineers, materials scientists, and designers have developed a 3D-printed concrete solution based on diatomaceous earth that has enhanced carbon capture, is stronger, and uses fewer materials like cement.	Internal Links	Dofollow
Trials aim to make cancer relapse a thing of the past	Internal Links	Dofollow

Research & Innovation	Internal Links	Dofollow
A storm rolled in over Franklin Field. One minute in the rain, where the stadium feels still. @uofpenn	Internal Links	Dofollow
Researchers from @PennMedicine discovered that a simple dietary supplement, associated with a ketogenic diet, could help CAR T cells fight cancer more effectively. @penn	Internal Links	Dofollow
A gate of 56 hands, each one cast in bronze and mid-gesture, greets visitors to Penn's Fine Arts Hall. @uofpenn	Internal Links	Dofollow
(215) 898-5000	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Disclaimer	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Report Copyright Infringement	Internal Links	Dofollow
Libraries	External Links	Dofollow
Office of the President	External Links	Dofollow
In Principle and Practice	External Links	Dofollow
Current Students	External Links	Dofollow
Faculty & Staff	External Links	Dofollow
Alumni	External Links	Dofollow
Media	External Links	Dofollow
Webmail	External Links	Dofollow
Give to Penn	External Links	Dofollow
Health & Medicine	External Links	Dofollow
Genetic testing beneficial in critically ill adults	External Links	Dofollow
Natural Sciences	External Links	Dofollow
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MORE NEWS VIA PENN TODAY	External Links	Dofollow
Arts & Humanities	External Links	Dofollow
Creating a classroom democracy	External Links	Dofollow
Exhibition as conversation	External Links	Dofollow
Bringing museum filmmaking into the classroom	External Links	Dofollow
At the Venice Biennale, a convergence of innovations in materials, structures, and landscapes	External Links	Dofollow
'Scattered Earth, Sounded Depth'	External Links	Dofollow
For dual architecture degree candidate Kelvin Vu, design begins with the body	External Links	Dofollow
Social Sciences	External Links	Dofollow
New teacher-staffing model rethinks 'one-teacher, one-classroom'	External Links	Dofollow
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A new understanding of brain activity when we 'read the minds' of others	External Links	Dofollow
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'Elusive Cures: Why Neuroscience Hasn't Solved Brain Disorders—and How We Can Change That'	External Links	Dofollow
VISIT PENN TODAY	External Links	Dofollow
Sign up for the Penn Today Newsletter	External Links	Dofollow
Business & Law	External Links	Dofollow
Legal historian traces history of 'marital privilege' in American law	External Links	Dofollow

Who, What, Why: Lauren Nelson Hyppolite on leading Wharton AI and research initiatives	External Links	Dofollow
'Where AI Works'	External Links	Dofollow
Research and scholarship at the intersection of law and history	External Links	Dofollow
Wharton's deep dive into wellness at work	External Links	Dofollow
Guardrails versus leashes: Finding a better way to regulate AI technology	External Links	Dofollow
A hands-on education of Pennsylvania and New Jersey ecology	External Links	Dofollow
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Can data from the Large Hadron Collider snap string theory?	External Links	Dofollow
How to prepare for the impacts of a changing climate	External Links	Dofollow
Penn engineers turn toxic fungus into anti-cancer drug	External Links	Dofollow
Technology	External Links	Dofollow
Wensi Wu uses digital twins to explore the hidden mechanics of the human heart	External Links	Dofollow
Teaching robots to build without blueprints	External Links	Dofollow
Penn students innovate in the time of AI	External Links	Dofollow
AI x Science Postdoctoral Fellowship	External Links	Dofollow
Penn fourth-year and recent alum named 2025 Hertz Fellows	External Links	Dofollow
The soul of an artist, the mind of a mathematician	External Links	Dofollow
New Penn Vet study uncovers a key guardian of gut health and metabolism	External Links	Dofollow
'Leukemia-on-a-chip' could transform CAR T blood cancer treatments	External Links	Dofollow
Informing Pennsylvania public health and safety on deer ticks	External Links	Dofollow
Red Ribbon Connect links Penn with HIV/AIDS researchers worldwide	External Links	Dofollow
Gene therapy may slow loss of motor function in ALS	External Links	Dofollow
A year in photos and videos	External Links	Dofollow
David Meaney named vice provost for research at Penn	External Links	Dofollow
The importance and power of undergraduate research	External Links	Dofollow
Composto, Jordan-Sciutto named vice provosts at Penn	External Links	Dofollow
Global	External Links	Dofollow
Penn Glee Club performs in Tokyo, Hong Kong, and Beijing	External Links	Dofollow
Penn Washington names Celeste Wallander as inaugural executive director	External Links	Dofollow
Penn leaders-turned-diplomats reflect on American statecraft and foreign policy	External Links	Dofollow
Turning bicycles into an engineering study tool	External Links	Dofollow
Using climate modeling to guide global economic and political decisions	External Links	Dofollow
How climate change impacts food security	External Links	Dofollow
LEARN MORE	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
MORE EVENTS VIA PENN TODAY	External Links	Dofollow
Learn more	External Links	Dofollow
Learn More	External Links	Dofollow
Belonging at Penn	External Links	Dofollow
Campaign for Community	External Links	Dofollow
Instagram	External Links	Dofollow
Facebook	External Links	Dofollow
Twitter	External Links	Dofollow
Flickr	External Links	Dofollow
YouTube	External Links	Dofollow
LinkedIn	External Links	Dofollow
Nondiscrimination Statement	External Links	Dofollow
Maps	External Links	Dofollow

Parking	External Links	Dofollow
Athletics	External Links	Dofollow
Online Learning	External Links	Dofollow
Penn Global	External Links	Dofollow
Emergency Services	External Links	Dofollow
Nondiscrimination	External Links	Dofollow
Report Accessibility Issues and Get Help	External Links	Dofollow

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.