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Website: <https://seoguide.co/>

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## Domain Name - ohio.edu

### WhoIs Information

**Registered :** No

**Domain age :** 0 Years 0 Months 0 Days

**Tech email :**

**Name servers :**

**Created at :**

**Changed at :**

**Expire at :**

**Registrant name :**

**Admin name :**

**Registrant country :** 

**Admin country :** 

**Registrant phone :**

**Admin phone :**

### Moz information

**Subdomain normalized :** 0.2041523904

**Subdomain raw :** 0.02041523904

**Url normalized :** 5.599999905

**Url raw :** 0.5600000024

**Http status code :** 302

**Domain authority :** 73

**Page authority :** 56

**External quality link :** 4604

**Links :** 43162

### Link information

**Backlink count :** 4,604

**Total link count :** 43,162

**Mozrank :** 5.599999905

# FOREVER STARTS TODAY.

Your future awaits at OHIO. >

**Be Safe Bobcats** - Current information and safety protocols for faculty, staff, and students amidst the COVID-19 global pandemic

## Mobile Friendly Check

Performance : 2.44

Emulated Form Factor **Mobile**

Locale **En-US**

Category **Performance**

### Field Data

Over the last 30 days, the field data shows that this page has an **Moderate** speed compared to other pages in the Chrome User Experience Report. **We are showing The 75th percentile of FCP and The 95th percentile of FID**

## First Contentful Paint (FCP)

2349 ms

Metric Category

AVERAGE

## First Input Delay (FID)

43 ms

Metric Category

FAST

Overall Category

AVERAGE



## Origin Summary

All pages served from this origin have a **Slow** speed compared to other pages in the Chrome User Experience Report Over the last 30 days.To view suggestions tailored to each page, analyze individual page URLs.

## First Contentful Paint (FCP)

2732 ms

### Metric Category

AVERAGE

## First Input Delay (FID)

19 ms

### Metric Category

FAST

## Overall Category

SLOW

## Lab Data

### First Contentful Paint

First Contentful Paint marks the time at which the first text or image is painted. [Learn more](#)

8.9 s

### First Meaningful Paint

First Meaningful Paint measures when the primary content of a page is visible. [Learn more](#)

8.9 s

### Speed Index

Speed Index shows how quickly the contents of a page are visibly populated. [Learn more](#)

20.1 s

### First CPU Idle

First CPU Idle marks the first time at which the page's main thread is quiet enough to handle input. [Learn more](#)

11.9 s

### Time to Interactive

Time to interactive is the amount of time it takes for the page to become fully interactive. [Learn more](#)

27.1 s

### Max Potential First Input Delay

The maximum potential First Input Delay that your users could experience is the duration, in milliseconds, of the longest task. [Learn more](#)

1,150 ms

## Audit Data

### Keep request counts low and transfer sizes small

To set budgets for the quantity and size of page resources, add a `budget.json` file. [Learn More](#)

169 requests • 8,905 KiB

### Eliminate render-blocking resources

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn More](#)

Potential savings of 4,640 ms

### Efficiently encode images

Optimized images load faster and consume less cellular data. [Learn More](#)

### Enable text compression

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. [Learn More](#)

Potential savings of 816 KiB

### Serve static assets with an efficient cache policy

A long cache lifetime can speed up repeat visits to your page. [Learn More](#)

42 resources found

### Reduce the impact of third-party code

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. [Learn More](#)

Third-party code blocked the main thread for 2,480 ms

### Network Round Trip Times

Network round trip times (RTT) have a large impact on performance. If the RTT to an origin is high, it's an indication that servers closer to the user could improve performance. [Learn More](#)

0 ms

### Estimated Input Latency

Estimated Input Latency is an estimate of how long your app takes to respond to user input, in milliseconds, during the busiest 5s window of page load. If your latency is higher than 50 ms, users may perceive your app as laggy. [Learn More](#)

530 ms

## First Contentful Paint (3G)

First Contentful Paint 3G marks the time at which the first text or image is painted while on a 3G network. [Learn More](#)

19124 ms

## Total Blocking Time

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds.

2,340 ms

## Reduce JavaScript execution time

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

4.7 s

## Defer offscreen images

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. [Learn More](#)

Potential savings of 1,132 KiB

## Server Backend Latencies

Server latencies can impact web performance. If the server latency of an origin is high, it's an indication the server is overloaded or has poor backend performance. [Learn More](#)

0 ms

## Properly size images

Serve images that are appropriately-sized to save cellular data and improve load time. [Learn More](#)

Potential savings of 1,368 KiB

## Remove unused CSS

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn More](#)

Potential savings of 242 KiB

## Avoid enormous network payloads

Large network payloads cost users real money and are highly correlated with long load times. [Learn More](#)

Total size was 8,905 KiB

## Minimize main-thread work

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn More](#)

8.2 s

## Serve images in next-gen formats

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn More](#)

Potential savings of 3,476 KiB

## Avoid chaining critical requests

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

[Learn More](#)

24 chains found

## Avoid enormous network payloads

A large DOM will increase memory usage, cause longer [Learn More](#)

959 elements

## Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded. [Learn More](#)

Potential savings of 1,260 ms

## Minify JavaScript

Minifying JavaScript files can reduce payload sizes and script parse time. [Learn More](#)

## User Timing marks and measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. [Learn More](#)

4 user timings

### IP Information

**ISP :** AS17135 Ohio University

**Ip :** 132.235.8.52

**Country :**  UNITED STATES

**City :** Athens

**Region :** Ohio

**Timezone :** America/New\_York

### Malware Scan Info

**Google safe browser norton :** Safe

**Norton :** untested

### Search Engine Index Info

**Google index :** 102,000

Latitude : 39.3292	Bing index : 0
Longitude : -82.1013	Yahoo index : 493,000
Sites in Same IP	Related Websites
No data to show	1.

## Social Network Information - ohio.edu

Social Network Information	
Facebook share : 0	Pinterest Info : 4
Facebook comment : 0	Xing Info : 0
Facebook like : 0	Buffer Info : 0
Reddit Score : 0	Reddit Ups : 0
Reddit downs : 0	

## Keyword & Meta Information - ohio.edu

TITLE & METATAGS
<b>Title</b> Welcome to Ohio University
<b>Theme-color</b> #00694e
<b>Description</b> Ohio University offers more than 250 programs, including undergraduate and graduate-level study with outstanding professors. At OHIO, you'll gain knowledge, skills, and experiences for career success.
<b>MobileOptimized</b> width



## HandheldFriendly

true

## Viewport

width=device-width, initial-scale=1.0

## Site

Blocked by robots.txt : Yes

Blocked by meta-robots : No

Linksnofollowed by meta-robots : No

Total keywords : 1127

## Html headings

### H1(2)

1. Ohio University
2. OHIO Homepage

### H2(17)

1. Audience Navigation
2. Quick Links
3. Ohio University
4. Breadcrumb
5. Forever starts today.
6. Become a Bobcat, for life.
7. These bricks build futures.
8. 250+ majors, minors, and certificate programs
9. Many Locations (And Anywhere)
10. Ohio University delivers far more than a diploma.

11. Passionate and Proud

12. A Bobcat's love is forever. #ForeverOHIO

13. Featured News

14. Explore

15. Resources

16. Locations

17. Contact

### H3(5)

1. Learn more about our Athens campus

2. Colleges

3. Art professor and student create illustrated children's book

4. OHIO students gain incomparable experience researching new ways to battle COVID amid pandemic

5. New cohort of Margaret Boyd Scholars reflect on program's impact

### H4(0)

No h4 tag found

### H5(0)

No h5 tag found

### H6(0)

No h6 tag found

## KEYWORD ANALYSIS

## == Single word keywords ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
OHIO	26	2.307 %	No
Ohio	16	1.42 %	No
University	16	1.42 %	No
College	13	1.154 %	No
Athens	11	0.976 %	No
Campus	10	0.887 %	No
Student	10	0.887 %	No
Center	10	0.887 %	No
Research	9	0.799 %	No
Programs	8	0.71 %	No
News	7	0.621 %	No
Bobcat	7	0.621 %	No
Visit	6	0.532 %	No
Academic	6	0.532 %	No
students	6	0.532 %	No
Services	6	0.532 %	No
Online	5	0.444 %	No
Affairs	5	0.444 %	No
Regional	5	0.444 %	No
Calendar	5	0.444 %	No

## == Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Ohio University	12	1.065 %	No
College of	9	0.799 %	No
for life	3	0.266 %	No
OHIO OHIO	3	0.266 %	No
of the	3	0.266 %	No
Regional Campuses	3	0.266 %	No
you for	3	0.266 %	No

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
campuses and	3	0.266 %	No
and online	3	0.266 %	No
OHIO students	3	0.266 %	No
Read More	3	0.266 %	No
Toggle display	2	0.177 %	No
Global Affairs	2	0.177 %	No
and Scholars	2	0.177 %	No
Honors and	2	0.177 %	No
Services Academic	2	0.177 %	No
of Osteopathic	2	0.177 %	No
Heritage College	2	0.177 %	No
Colleges Schools	2	0.177 %	No
and Leadership	2	0.177 %	No

**== Three words keywords ==**

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
Career and Leadership	2	0.177 %	No
campus in Athens	2	0.177 %	No
OHIO Online Visit	2	0.177 %	No
Regional Campuses OHIO	2	0.177 %	No
Diversity and Inclusion	2	0.177 %	No
for Diversity and	2	0.177 %	No
Office for Diversity	2	0.177 %	No
Campus Map Parking	2	0.177 %	No
February 24 2021	2	0.177 %	No
you for life	2	0.177 %	No
with you for	2	0.177 %	No
Centers and Institutes	2	0.177 %	No
College of Osteopathic	2	0.177 %	No
of Osteopathic Medicine	2	0.177 %	No
residential campus in	2	0.177 %	No
Heritage College of	2	0.177 %	No
Toggle display of	2	0.177 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
of Leadership and	2	0.177 %	No
Voinovich School of	2	0.177 %	No
School of Leadership	2	0.177 %	No

**== Four words keywords ==**

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
for Diversity and Inclusion	2	0.177 %	No
of Leadership and Public	2	0.177 %	No
Office for Diversity and	2	0.177 %	No
Heritage College of Osteopathic	2	0.177 %	No
residential campus in Athens	2	0.177 %	No
College of Osteopathic Medicine	2	0.177 %	No
Leadership and Public Affairs	2	0.177 %	No
with you for life	2	0.177 %	No
School of Leadership and	2	0.177 %	No
Voinovich School of Leadership	2	0.177 %	No
Osteopathic Medicine and online	1	0.089 %	No
Medicine and online 2Ways	1	0.089 %	No
and online 2Ways to	1	0.089 %	No
diploma Every Bobcat knows	1	0.089 %	No
online 2Ways to Tour	1	0.089 %	No
2Ways to Tour Ohio	1	0.089 %	No
to Tour Ohio University	1	0.089 %	No
Tour Ohio University 5Regional	1	0.089 %	No
Ohio University 5Regional Campus	1	0.089 %	No
University 5Regional Campus Locations	1	0.089 %	No

## Alexa Information - ohio.edu

<b>Domain name :</b> ohio.edu	<b>Global Rank :</b> #26,667
<b>Daily Time on Site :</b> 3:31	<b>Search Traffic :</b> 32.1%
<b>Bounce Rate :</b> 47.4%	<b>Total sites link in :</b> 2,959

Top 5 similar sites by audience overlap		
Sl	Similar sites	Overlap score
1	uc.edu	6.1
2	osu.edu	3.7
3	academicworks.com	3.2
4	athensnews.com	2.6
5	ohiohighered.org	2.4

Top 5 keywords by traffic		
Keywords	Search Traffic	Share of voice
No data found!		

Top 4 keyword gaps		
Keywords driving traffic to competitors, but not to this site	Avg. traffic to competitors	Search popularity
ohio state jobs	28	30
state of ohio jobs	27	40
webxam	27	34
ode jobs	26	33

Top 4 easy-to-rank keywords		
Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
athens city pool	22	13
air properties	27	19
oxygen density	52	23
co2 density	54	22

#### Top 4 buyer keywords

Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
ohio state website	30	67
osu pay schedule	30	11
ohio sales tax exemption form	29	14
state of ohio pay scale	29	65

#### Top 4 optimization opportunities

Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
steve hays	14	4.33%
count cavour	16	3.47%
eastern gateway community college	39	0.16%
engineering writing	21	1.95%

#### Top 5 referral sites

Sites by how many other sites drive traffic to them	Referral sites
osu.edu	6.1
ohio.gov	3.7
ohio.edu	3.2
engineeringtoolbox.com	2.6
catmailohio-my.sharepoint.com	2.4

#### Site flow

Visited just before & right after domain	Visited just before & right after domain percentage
googlecom	32.9%
microsoftonlinecom	15.2%
duosecuritycom	3.28%
officecom	2.6%
youtubecom	1.93%
googlecom	24.5%
microsoftonlinecom	14.9%
youtubecom	3.43%

Visited just before & right after domain	Visited just before & right after domain percentage
blackboardcdncom	2.53%
officecom	2.32%

Top 5 audience overlap		
Similar sites to this site	Site’s overlap score	Alexa rank
No data found!		

Top 3 audience geography	
Visitors by country	Visitors by country percentage
🇺🇸 United States	75.2%
🇮🇳 India	5.1%
🇴🇲 Oman	4.3%