








Website review instructure.com

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The score is 62/100





SEO Content

	<p>Title</p>	<p>Instructure: Leading EdTech for K–12, Higher Ed & Business</p> <p>Length : 58</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Empower learning with Instructure’s LMS and edtech solutions for K–12, higher education, and businesses. Discover Canvas, Impact, and Mastery to drive success.</p> <p>Length : 159</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1317 1481 1720"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Instructure</td> </tr> <tr> <td>url</td> <td>https://www.instructure.com/node/1426</td> </tr> <tr> <td>title</td> <td>Homepage</td> </tr> <tr> <td>image</td> <td>https://www.instructure.com/sites/default/files/image/2025-07/2025-Meta-OG-thumb-ENG_0.jpg</td> </tr> </tbody> </table>	Property	Content	site_name	Instructure	url	https://www.instructure.com/node/1426	title	Homepage	image	https://www.instructure.com/sites/default/files/image/2025-07/2025-Meta-OG-thumb-ENG_0.jpg		
Property	Content													
site_name	Instructure													
url	https://www.instructure.com/node/1426													
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image	https://www.instructure.com/sites/default/files/image/2025-07/2025-Meta-OG-thumb-ENG_0.jpg													
	<p>Headings</p>	<table border="1" data-bbox="539 1753 1481 1821"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>14</td> <td>4</td> <td>11</td> <td>1</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="603 1854 1401 2083" style="list-style-type: none"> • [H1] Preparing educators and learners for the challenges and opportunities ahead. • [H2] Utility-inst • [H2] Select your location • [H2] Main - inst • [H2] Utility-inst-Login-only • [H2] Welcome to the most-visited education website in the world. 	H1	H2	H3	H4	H5	H6	1	14	4	11	1	0
H1	H2	H3	H4	H5	H6									
1	14	4	11	1	0									



SEO Content

		<ul style="list-style-type: none"> • [H2] Solutions for every age, stage, and transitional moment • [H2] Explore the Instructure ecosystem • [H2] We're dreaming big, so you can, too. • [H2] More partners and integrations than any other edtech company • [H2] Success stories and resources • [H2] Ready for the next step? • [H2] Social • [H2] Footer Utility • [H2] Footer - Inst • [H3] K-12 • [H3] Higher education • [H3] Business and government • [H3] Accolades from the education world • [H4] Simplifying Digital Learning with Seamless Canvas Integration • [H4] Your Guide to Choosing a Learning Management System • [H4] Laying the Groundwork for Effective Edtech • [H4] Migration Myth Busting: The Truth About Switching Your LMS • [H4] Supporting One of the Largest Sports Organizations with Canvas LMS • [H4] Trends and Insights from K-12 to Career • [H4] The Road to Career and College Readiness • [H4] Providing Equitable Access Statewide With Canvas • [H4] Your Guide to Strengthening the Student Experience • [H4] The External Education Playbook • [H4] Hamilton County Schools and Mastery • [H5] We love our customers (and the feeling is mutual)
	Images	<p>We found 46 images on this web page.</p> <p>15 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 5%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>

SEO Links

	In-page links	We found a total of 61 links including 0 link(s) to files
	Statistics	<p>External Links : noreferrer noopener 0%</p> <p>External Links : Passing Juice 14.75%</p> <p>Internal Links 85.25%</p>

In-page links

Anchor	Type	Juice
Partners	Internal	Passing Juice
Channel Partners	Internal	Passing Juice
Support	Internal	Passing Juice
Login	Internal	Passing Juice
Canvas	Internal	Passing Juice
Canvas Credentials	Internal	Passing Juice
Student ePortfolio	External	Passing Juice
Mastery Connect	External	Passing Juice
Elevate Data Sync	External	Passing Juice
LearnPlatform by Instructure	External	Passing Juice
Try Canvas Free	Internal	Passing Juice
Español	Internal	Passing Juice
English	Internal	Passing Juice
Italiano	Internal	Passing Juice
English	Internal	Passing Juice
Nederlands	Internal	Passing Juice
Deutsch	Internal	Passing Juice
Português	Internal	Passing Juice
日本語	Internal	Passing Juice
_____	Internal	Passing Juice

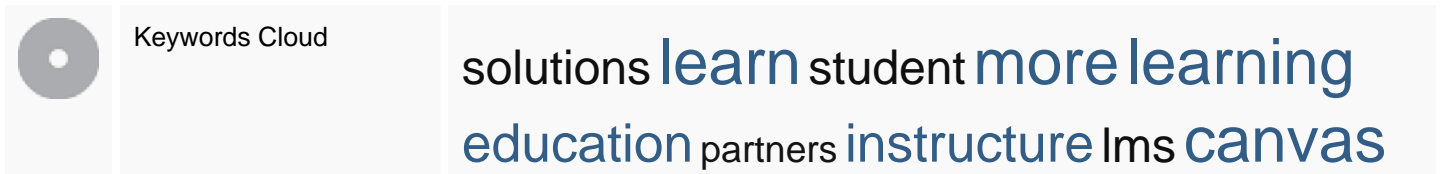
In-page links

Read more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Let's Connect	Internal	Passing Juice
Take a look	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
Learn more	Internal	Passing Juice
LinkedIn	External	Passing Juice
Twitter	External	Passing Juice
Facebook	External	Passing Juice
Instagram	External	Passing Juice
Youtube	External	Passing Juice
Privacy	Internal	Passing Juice
California Privacy Notice	Internal	Passing Juice
Do Not Sell My Personal Information	Internal	Passing Juice
Modern Slavery Act	Internal	Passing Juice
Acceptable Use	Internal	Passing Juice
Data Processing	Internal	Passing Juice
Status	Internal	Passing Juice

In-page links

Our Community	Internal	Passing Juice
Our Customers	Internal	Passing Juice
Security	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Advocacy	Internal	Passing Juice
Case Studies	Internal	Passing Juice
All Products	Internal	Passing Juice
Services	Internal	Passing Juice
Company Overview	Internal	Passing Juice
Leadership	Internal	Passing Juice
Careers	Internal	Passing Juice
AI Principles	Internal	Passing Juice
Contact Us	Internal	Passing Juice






SEO Keywords














Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	23	✘	✘	✘	✔
canvas	20	✘	✘	✔	✔
learning	19	✘	✘	✔	✔
learn	19	✘	✘	✔	✔
instructure	15	✔	✘	✔	✔


Usability

	Url	Domain : instructure.com Length : 15
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.




Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 156 Warnings : 12
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li data-bbox="555 197 754 237">✘ Apple Icon<li data-bbox="555 264 852 304">✔ Meta Viewport Tag<li data-bbox="555 331 788 371">✔ Flash content
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Optimization

	XML Sitemap	<p data-bbox="539 584 1034 618">Great, your website has an XML sitemap.</p> <p data-bbox="549 663 1037 696">https://www.instructure.com/sitemap.xml</p>
	Robots.txt	<p data-bbox="539 743 912 777">http://instructure.com/robots.txt</p> <p data-bbox="539 810 1015 844">Great, your website has a robots.txt file.</p>
	Analytics	<p data-bbox="539 878 1034 911">Great, your website has an analytics tool.</p> <p data-bbox="580 956 842 990">Google Tag Manager</p>