

Website review instructure.com

Generated on April 03 2025 13:19 PM





The score is 54/100




SEO Content

	Title	Instructure Homepage Length : 22 Perfect, your title contains between 10 and 70 characters.																	
	Description	Discover Instructure's comprehensive educational technology solutions designed to support learners and educators. Length : 118 Great, your meta description contains between 70 and 160 characters.																	
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																	
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <table><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>description</td><td>Instructure's educational software includes Canvas LMS, used by schools and universities worldwide. Learn why the Instructure Ed-cosystem is a great place to work and to invest in.</td></tr><tr><td>image</td><td>https://www.instructure.com/sites/default/files/image/2024-10/2024_Instructure_Thumbnail_Image.png</td></tr></tbody></table>						Property	Content	site_name	Instructure	url	https://www.instructure.com/node/1426	title	Homepage	description	Instructure's educational software includes Canvas LMS, used by schools and universities worldwide. Learn why the Instructure Ed-cosystem is a great place to work and to invest in.	image	https://www.instructure.com/sites/default/files/image/2024-10/2024_Instructure_Thumbnail_Image.png
Property	Content																		
site_name	Instructure																		
url	https://www.instructure.com/node/1426																		
title	Homepage																		
description	Instructure's educational software includes Canvas LMS, used by schools and universities worldwide. Learn why the Instructure Ed-cosystem is a great place to work and to invest in.																		
image	https://www.instructure.com/sites/default/files/image/2024-10/2024_Instructure_Thumbnail_Image.png																		
	Headings	H1 1	H2 15	H3 9	H4 4	H5 0	H6 0												
		• [H1] Yes, You Can with Canvas																	




SEO Content

		<ul style="list-style-type: none"> • [H2] Utility • [H2] Main • [H2] Utility • [H2] Unlock Insights Shaping the Future of Learning • [H2] Introducing Intelligent Insights by Instructure • [H2] The Instructure Ed-cosystem • [H2] Instructure Love for Every Level of Learning • [H2] Join Our Community • [H2] Thanks for the gold stars. • [H2] Crafting Consistency with Canvas LMS • [H2] Ready to explore our learning ecosystem? • [H2] Global HQ • [H2] Footer menu • [H2] Footer Utility • [H2] Social • [H3] Select your location • [H3] Select your location • [H3] The World's #1 Teaching and Learning Software • [H3] Assessment. For Learning. • [H3] Streamlined edtech adoption. Higher impact. • [H3] K-12 • [H3] Higher Ed • [H3] Professionals • [H3] OUR AWARDS • [H4] Kenmore - Town of Tonawanda: Fulfilling The Need for a True LMS • [H4] Data-Informed Decision-Making at Scale • [H4] Supporting One of the Largest Sports Organizations with Canvas LMS • [H4] Trends and Insights from K-12 to Career
	Images	<p>We found 48 images on this web page.</p> <p>10 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 : 17%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</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>Bad. Your links have query string.</p>
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SEO Links

	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 105 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 11.43%</p> <p>Internal Links 88.57%</p>

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
EN	Internal	Passing Juice
Español	Internal	Passing Juice
English: AU	Internal	Passing Juice
Italiano	Internal	Passing Juice
English: UK	Internal	Passing Juice
Nederlands	Internal	Passing Juice
Deutsch	Internal	Passing Juice
Português	Internal	Passing Juice
Partners	Internal	Passing Juice
Support	Internal	Passing Juice
Contact Us	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

In-page links

Try Canvas Free	Internal	Passing Juice
K-12	Internal	Passing Juice
Canvas LMS	Internal	Passing Juice
Canvas Catalog	Internal	Passing Juice
Canvas Studio	Internal	Passing Juice
Canvas Credentials	Internal	Passing Juice
Mastery Connect	Internal	Passing Juice
Mastery Item Bank	Internal	Passing Juice
Mastery Predictive Assessments	Internal	Passing Juice
Mastery View College Prep Assessments	Internal	Passing Juice
Mastery View Formative Assessments	Internal	Passing Juice
Impact	Internal	Passing Juice
Learn Platform	Internal	Passing Juice
Intelligent Insights	Internal	Passing Juice
Services	Internal	Passing Juice
Leadership Development	Internal	Passing Juice
Canvas LMS	Internal	Passing Juice
Canvas Catalog	Internal	Passing Juice
Canvas Studio	Internal	Passing Juice
Canvas Credentials	Internal	Passing Juice
Impact	Internal	Passing Juice
Canvas for Business and Nonprofits	Internal	Passing Juice
Canvas for Government	Internal	Passing Juice
Impact	Internal	Passing Juice
The Study Hall	Internal	Passing Juice
Our Community	Internal	Passing Juice
Canvas Network	External	Passing Juice
Integrations	External	Passing Juice

In-page links

AI Resources	Internal	Passing Juice
Blogs	Internal	Passing Juice
Case Studies	Internal	Passing Juice
Ebooks & Buyer's Guides	Internal	Passing Juice
Infographics	Internal	Passing Juice
Podcast	Internal	Passing Juice
Research	Internal	Passing Juice
Videos	Internal	Passing Juice
On-Demand Webinars	Internal	Passing Juice
Latest News	Internal	Passing Juice
Media Resources	Internal	Passing Juice
Brand Guide	Internal	Passing Juice
Press Releases	Internal	Passing Juice
Upcoming Events	Internal	Passing Juice
InstructureCon 2025	Internal	Passing Juice
InstructureCon 2024	Internal	Passing Juice
About Us	Internal	Passing Juice
Our Story	Internal	Passing Juice
Leadership	Internal	Passing Juice
Careers	Internal	Passing Juice
Canvas Overview	Internal	Passing Juice
AI Principles	Internal	Passing Juice
Privacy	Internal	Passing Juice
Security	Internal	Passing Juice
Accessibility	Internal	Passing Juice
ESG Report	Internal	Passing Juice
Build Scalable Solutions	Internal	Passing Juice
Drive EdTech Adoptions	Internal	Passing Juice

In-page links

Grow Your Impact	Internal	Passing Juice
Channel Partners	Internal	Passing Juice
Let's Connect	Internal	Passing Juice
Get a Demo	Internal	Passing Juice
Learn More	Internal	Passing Juice
For Higher Education	Internal	Passing Juice
For K-12	Internal	Passing Juice
For K-12	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Check Out the Community	External	Passing Juice
Read Now	Internal	Passing Juice
All Products	Internal	Passing Juice
The Study Hall	Internal	Passing Juice
K-12	Internal	Passing Juice
Higher Ed	Internal	Passing Juice
Business & Government	Internal	Passing Juice
For Our Partners	Internal	Passing Juice
Partners	Internal	Passing Juice
Evidence as a Service	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
LinkedIn	External	Passing Juice
Twitter	External	Passing Juice

In-page links

[Facebook](#)

External

Passing Juice

[Instagram](#)

External

Passing Juice

[Youtube](#)

External

Passing Juice

SEO Keywords



Keywords Cloud

learning k-12 insights instructure impact
mastery canvas english details learn

Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
canvas	29	✖	✖	✖	✔
learning	23	✖	✖	✖	✔
instructure	17	✔	✖	✔	✔
k-12	15	✖	✖	✖	✔
insights	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.

Usability


Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 123 Warnings : 49
	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div>



Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <div>https://www.instructure.com/sitemap.xml</div>
	Robots.txt	http://instructure.com/robots.txt

Optimization

		Great, your website has a robots.txt file.
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>