








# Website review instructure.com

Generated on January 17 2026 09:09 AM





The score is 62/100





## SEO Content

	<p>Title</p>	<p>Instructure: Leading EdTech for K–12, Higher Ed &amp; 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 <a href="#">this free online meta tags generator</a> 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													
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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 2078" style="list-style-type: none"> <li>• [H1] Preparing educators and learners for the challenges and opportunities ahead.</li> <li>• [H2] Utility-inst</li> <li>• [H2] Select your location</li> <li>• [H2] Main - inst</li> <li>• [H2] Utility-inst-Login-only</li> <li>• [H2] Welcome to the most-visited education website in the world.</li> </ul>	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"> <li>• [H2] Solutions for every age, stage, and transitional moment</li> <li>• [H2] Explore the Instructure ecosystem</li> <li>• [H2] We're dreaming big, so you can, too.</li> <li>• [H2] More partners and integrations than any other edtech company</li> <li>• [H2] Success stories and resources</li> <li>• [H2] Ready for the next step?</li> <li>• [H2] Social</li> <li>• [H2] Footer Utility</li> <li>• [H2] Footer - Inst</li> <li>• [H3] K-12</li> <li>• [H3] Higher education</li> <li>• [H3] Business and government</li> <li>• [H3] Accolades from the education world</li> <li>• [H4] Simplifying Digital Learning with Seamless Canvas Integration</li> <li>• [H4] Your Guide to Choosing a Learning Management System</li> <li>• [H4] Laying the Groundwork for Effective Edtech</li> <li>• [H4] Migration Myth Busting: The Truth About Switching Your LMS</li> <li>• [H4] Supporting One of the Largest Sports Organizations with Canvas LMS</li> <li>• [H4] Trends and Insights from K-12 to Career</li> <li>• [H4] The Road to Career and College Readiness</li> <li>• [H4] Providing Equitable Access Statewide With Canvas</li> <li>• [H4] Your Guide to Strengthening the Student Experience</li> <li>• [H4] The External Education Playbook</li> <li>• [H4] Hamilton County Schools and Mastery</li> <li>• [H5] We love our customers (and the feeling is mutual)</li> </ul>
	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
<a href="#">Partners</a>	Internal	Passing Juice
<a href="#">Channel Partners</a>	Internal	Passing Juice
<a href="#">Support</a>	Internal	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Canvas</a>	Internal	Passing Juice
<a href="#">Canvas Credentials</a>	Internal	Passing Juice
<a href="#">Student ePortfolio</a>	External	Passing Juice
<a href="#">Mastery Connect</a>	External	Passing Juice
<a href="#">Elevate Data Sync</a>	External	Passing Juice
<a href="#">LearnPlatform by Instructure</a>	External	Passing Juice
<a href="#">Try Canvas Free</a>	Internal	Passing Juice
<a href="#">Español</a>	Internal	Passing Juice
<a href="#">English</a>	Internal	Passing Juice
<a href="#">Italiano</a>	Internal	Passing Juice
<a href="#">English</a>	Internal	Passing Juice
<a href="#">Nederlands</a>	Internal	Passing Juice
<a href="#">Deutsch</a>	Internal	Passing Juice
<a href="#">Português</a>	Internal	Passing Juice
<a href="#">日本語</a>	Internal	Passing Juice
<a href="#">_____</a>	Internal	Passing Juice

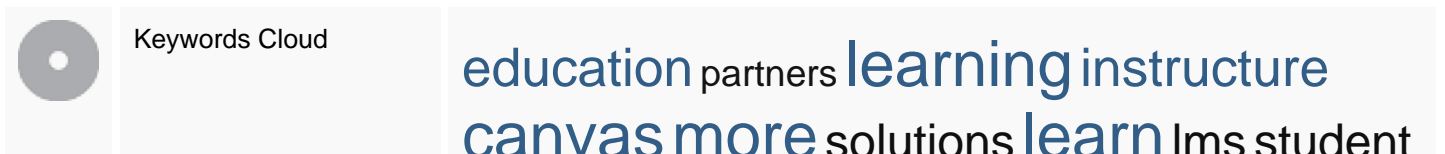
## In-page links

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

## In-page links

<a href="#">Our Community</a>	Internal	Passing Juice
<a href="#">Our Customers</a>	Internal	Passing Juice
<a href="#">Security</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Advocacy</a>	Internal	Passing Juice
<a href="#">Case Studies</a>	Internal	Passing Juice
<a href="#">All Products</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">Company Overview</a>	Internal	Passing Juice
<a href="#">Leadership</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">AI Principles</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	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"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li data-bbox="555 197 754 237">✘ Apple Icon</li><li data-bbox="555 264 852 304">✔ Meta Viewport Tag</li><li data-bbox="555 331 788 371">✔ Flash content</li></ul>
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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"><a href="https://www.instructure.com/sitemap.xml">https://www.instructure.com/sitemap.xml</a></p>
	Robots.txt	<p data-bbox="539 741 912 775"><a href="http://instructure.com/robots.txt">http://instructure.com/robots.txt</a></p> <p data-bbox="539 808 1015 842">Great, your website has a robots.txt file.</p>
	Analytics	<p data-bbox="539 875 1034 909">Great, your website has an analytics tool.</p> <p data-bbox="580 954 842 987">Google Tag Manager</p>