








instructure.com

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## SEO

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|--|--|---|-----------|-------------|-----|---------------------------------------|-------|----------|-------|--|---|----|---|---|
|    |  | <p>Instructure: Leading EdTech for K–12, Higher Ed &amp; Business</p> <p>: 58</p> <p>! 가 10 70 .</p>  |           |             |     |                                       |       |          |       |  |   |    |   |   |
|    | (Description)  | <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>: 159</p> <p>! (Meta Description) 70 160 .</p>  |           |             |     |                                       |       |          |       |  |   |    |   |   |
|  |  | <p>_____</p>  |           |             |     |                                       |       |          |       |  |   |    |   |   |
|  |  | <p>(Og)</p> <table border="1" data-bbox="539 1317 1481 1720"> <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> </table>  | 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 |   |    |   |   |
| 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 |   |           |             |     |                                       |       |          |       |  |   |    |   |   |
|  | (H1-H6)  | <table border="1" data-bbox="539 1753 1481 1821"> <tr> <td>H1</td> <td>H2</td> <td>H3</td> <td>H4</td> <td>H5</td> <td>H6</td> </tr> <tr> <td>1</td> <td>14</td> <td>4</td> <td>11</td> <td>1</td> <td>0</td> </tr> </table> <ul data-bbox="603 1854 1401 2085" 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  |                                       |       |          |       |  |   |    |   |   |
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## SEO

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|---|----------|--|
|   |          | <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> |
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## SEO

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# SEO

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|  |            | : | (Passing Juice) 14.75%   |   |
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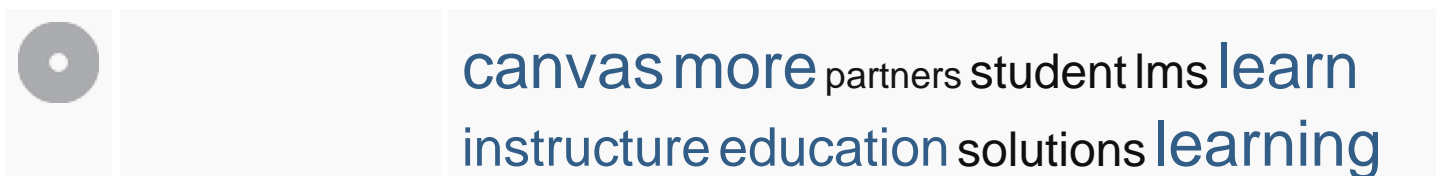
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|--|--|--|-----------------|
|  |  |  | (Juice)         |
| <a href="#">Partners</a>                     |  |  | (Passing Juice) |
| <a href="#">Channel Partners</a>             |  |  | (Passing Juice) |
| <a href="#">Support</a>                      |  |  | (Passing Juice) |
| <a href="#">Login</a>                        |  |  | (Passing Juice) |
| <a href="#">Canvas</a>                       |  |  | (Passing Juice) |
| <a href="#">Canvas Credentials</a>           |  |  | (Passing Juice) |
| <a href="#">Student ePortfolio</a>           |  |  | (Passing Juice) |
| <a href="#">Mastery Connect</a>              |  |  | (Passing Juice) |
| <a href="#">Elevate Data Sync</a>            |  |  | (Passing Juice) |
| <a href="#">LearnPlatform by Instructure</a> |  |  | (Passing Juice) |
| <a href="#">Try Canvas Free</a>              |  |  | (Passing Juice) |
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| <a href="#">English</a>                      |  |  | (Passing Juice) |
| <a href="#">Italiano</a>                     |  |  | (Passing Juice) |

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| <a href="#">Security</a>                            |  | (Passing Juice) |
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| <a href="#">Contact Us</a>       |  | (Passing Juice) |

## SEO



|          |    |   |   | (Description) | (H1-H6) |
|----------|----|---|---|---------------|---------|
| more     | 23 | ✗ | ✗ | ✗             | ✓       |
| canvas   | 20 | ✗ | ✗ | ✓             | ✓       |
| learning | 19 | ✗ | ✗ | ✓             | ✓       |
| learn    | 19 | ✗ | ✗ | ✓             | ✓       |



|  |     |                           |
|--|-----|---------------------------|
|  | URL | : instructure.com<br>: 15 |
|  |     | (favicon)                 |
|  |     | CSS                       |
|  |     | en                        |
|  |     |                           |

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|--|----------------------|---|
|  | (Doctype)            | HTML 5  |
|  |                      | (charset) UTF-8                                 |
|  | W3C                  | : 156<br>: 12                                   |
|  |                      | 가 !   |
|  | (Deprecated)<br>HTML | ! HTML (deprecated) 가                           |
|  |                      | (nested tables)<br>(inline styles)<br>CSS (4 ). |

|  |  |   |                |
|--|--|---|----------------|
|  |  | ✖ | JavaScript (6) |
|  |  | ✔ | gzip           |

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|--|--|---|--|
|  |  | ✖ |  |
|  |  | ✔ |  |
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|   |            |   |                                   |
|---|------------|---|-----------------------------------|
| ✔ | XML        |   | XML                               |
|   |            | https://www.instructure.com/sitemap.xml |                                   |
| ✔ | Robots.txt |   | http://instructure.com/robots.txt |
|   |            |   | robots.txt                        |
| ✔ |            |   | 가                                 |
|   |            | Google Tag Manager                      |                                   |