



Seo Analyzer cityofsantacruz.com

Generated on February 18 2022 02:00 AM





The score is 54/100







SEO Content

	Title	<p>City of Santa Cruz Home</p> <p>Length : 25</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Official website of the City of Santa Cruz, California</p> <p>Length : 54</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>City of Santa Cruz official website, city of Santa Cruz website, city of Santa Cruz Ca, city of Santa Cruz California, city of Santa Cruz Government, Santa Cruz city government, Santa Cruz City Police, Santa Cruz City Fire, Santa Cruz Parks and Recreation, Santa Cruz City Public Works, Santa Cruz City Employment, Santa Cruz City Human Resources, Santa Cruz City Finance, Santa Cruz Economic Development, Santa Cruz City Council, Santa Cruz City Manager, Santa Cruz City Water, Santa Cruz City Plann</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table border="1"> <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>3</td> <td>7</td> <td>1</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H1] City of Santa Cruz • [H1] Councilmembers • [H1] Civic Auditorium • [H2] Popular Content • [H2] Downtown Parking • [H2] Spotlight • [H2] News • [H2] Meetings & Events • [H2] Discover Santa Cruz • [H2] CONNECT WITH US 	H1	H2	H3	H4	H5	H6	3	7	1	0	0	0
H1	H2	H3	H4	H5	H6									
3	7	1	0	0	0									

SEO Content

		<ul style="list-style-type: none"> [H3] LIBRARY MIXED USE PROJECT With 40,000 square feet of programmable space and up to 125 100-percent affordable housing units, the new Library Mixed Use Project will serve as the civic anchor to a pedestrian-centered downtown that prioritizes equity, inclusion and environment and preserves the eclectic culture that is unique to Santa Cruz.
	Images	<p>We found 30 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</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	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 138 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2.9%</p> <p>Internal Links 97.1%</p>

In-page links

Anchor	Type	Juice
cityofsantacruz.com/coronavirus	Internal	Passing Juice
=	Internal	Passing Juice

In-page links

Home	Internal	Passing Juice
Menu	External	Passing Juice
Translate	External	Passing Juice
Pay Online	Internal	Passing Juice
All Meetings	Internal	Passing Juice
Jobs	Internal	Passing Juice
Santa Cruz Wharf	Internal	Passing Juice
Contact Us	Internal	Passing Juice
CLOSE	Internal	Passing Juice
Jobs	Internal	Passing Juice
Utility Payments	Internal	Passing Juice
Police	Internal	Passing Juice
Fire Department	Internal	Passing Juice
Library	Internal	Passing Juice
RFPs & Bids	Internal	Passing Juice
Building Permits	Internal	Passing Juice
Garbage & Recycling	Internal	Passing Juice
Special Events	Internal	Passing Juice
Parks	Internal	Passing Juice
Services	Internal	Passing Juice
Animal Services	Internal	Passing Juice
Code Compliance	Internal	Passing Juice
Environmental Compliance	Internal	Passing Juice
Environmental Laboratory	Internal	Passing Juice
Garbage and Recycling	Internal	Passing Juice
Licenses, Permits and Taxes	Internal	Passing Juice
Business	Internal	Passing Juice
Fees and Taxes	Internal	Passing Juice

In-page links

Potential Measure	Internal	Passing Juice
Library	Internal	Passing Juice
Maps / GIS	Internal	Passing Juice
Parking	Internal	Passing Juice
Parking Enforcement	Internal	Passing Juice
Parking Maintenance	Internal	Passing Juice
Parks and Recreation	Internal	Passing Juice
Softball and Other Sports	Internal	Passing Juice
Youth Programs	Internal	Passing Juice
Public Safety	Internal	Passing Juice
Current Traffic Conditions	Internal	Passing Juice
Report a Crime	Internal	Passing Juice
Surf CAM, Tides and Weather	Internal	Passing Juice
Transportation	Internal	Passing Juice
Utilities (Santa Cruz Municipal)	Internal	Passing Juice
Visit Santa Cruz	Internal	Passing Juice
Downtown&nbsp;Parking	Internal	Passing Juice
Community	Internal	Passing Juice
Our City	Internal	Passing Juice
History of Santa Cruz	Internal	Passing Juice
City Calendar	Internal	Passing Juice
City Council	Internal	Passing Juice
City Newsroom	Internal	Passing Juice
City Hall to YOU	Internal	Passing Juice
City Manager's Weekly Reports	Internal	Passing Juice
Response to COVID-19	Internal	Passing Juice
Classes and Events	Internal	Passing Juice
Education	Internal	Passing Juice

In-page links

Emergency Management	Internal	Passing Juice
eNotifications	Internal	Passing Juice
Environment	Internal	Passing Juice
Facilities and Venues	Internal	Passing Juice
Homelessness	Internal	Passing Juice
Housing Programs	Internal	Passing Juice
Library's Website	Internal	Passing Juice
Meetings and Agendas	Internal	Passing Juice
City Council Meetings	Internal	Passing Juice
Parks, Beaches and Open Spaces	Internal	Passing Juice
Public Safety/Emergency	Internal	Passing Juice
After Hours Emergency Contact	Internal	Passing Juice
Sports	Internal	Passing Juice
Transportation	Internal	Passing Juice
Bus Service - SCMTD	Internal	Passing Juice
Visit	Internal	Passing Juice
Civic Auditorium	Internal	Passing Juice
New City Website	Internal	Passing Juice
Business	Internal	Passing Juice
Building Inspection Services	Internal	Passing Juice
Business License Database	Internal	Passing Juice
Business Licenses and Permits	Internal	Passing Juice
Business Resources	Internal	Passing Juice
Chamber of Commerce	Internal	Passing Juice
Choose Santa Cruz	Internal	Passing Juice
Community Profile	Internal	Passing Juice
Downtown Association	Internal	Passing Juice
Economic Development	Internal	Passing Juice

In-page links

Green Business Program	Internal	Passing Juice
Planning and Community Development	Internal	Passing Juice
Selling to the City	Internal	Passing Juice
Starting a Business	Internal	Passing Juice
Street Banners	Internal	Passing Juice
Government	Internal	Passing Juice
-	Internal	Passing Juice
City Council	Internal	Passing Juice
Council Meetings	Internal	Passing Juice
Community Feedback	Internal	Passing Juice
City Council Subcommittees	Internal	Passing Juice
Advisory Bodies	Internal	Passing Juice
City Calendar	Internal	Passing Juice
City Charter, Codes, and Policies	Internal	Passing Juice
City Departments	Internal	Passing Juice
City Office Hours	Internal	Passing Juice
City Newsroom	Internal	Passing Juice
About Us	Internal	Passing Juice
Directory	Internal	Passing Juice
History of Santa Cruz	Internal	Passing Juice
How Do I...	Internal	Passing Juice
Apply for	Internal	Passing Juice
Contact	Internal	Passing Juice
Find	Internal	Passing Juice
Parks, Beaches and Open Spaces	Internal	Passing Juice
Parking	Internal	Passing Juice
Learn about	Internal	Passing Juice
Beach Fires and BBQs	Internal	Passing Juice

In-page links

Doing Business with the City	Internal	Passing Juice
Pay	Internal	Passing Juice
Utility Users Tax homepage	Internal	Passing Juice
Cannabis Business Tax homepage	Internal	Passing Juice
Register or Sign Up For	Internal	Passing Juice
Garbage and Recycling	Internal	Passing Juice
News and Notifications	Internal	Passing Juice
Water-Refuse-Sewer Service	Internal	Passing Juice
Reserve	Internal	Passing Juice
Report	Internal	Passing Juice
Crime Tip	Internal	Passing Juice
Encampment	Internal	Passing Juice
Graffiti	Internal	Passing Juice
Sewer Spill or Backup	Internal	Passing Juice
Visit	Internal	Passing Juice
Santa Cruz Beach Boardwalk	Internal	Passing Juice
Surfing Museum	Internal	Passing Juice
University of California, Santa Cruz	Internal	Passing Juice
Visit Santa Cruz	Internal	Passing Juice
Civic Auditorium	Internal	Passing Juice
LIBRARY MIXED USE PROJECT	Internal	Passing Juice
Learn More	Internal	Passing Juice
809 Center Street, Santa Cruz, CA 95060	External	Passing Juice
Website Design by Granicus	External	Passing Juice

SEO Keywords








Keywords Cloud

services visit **santa** parking **cruz city**
community parks **business** council





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
city	18	✓	✓	✓	✓
santa	9	✓	✓	✓	✓
business	9	✗	✗	✗	✗
cruz	9	✓	✓	✓	✓
council	5	✗	✓	✗	✓








Usability

	Url	Domain : cityofsantacruz.com Length : 19
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 4 Warnings : 10
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.





Document

	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"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://cityofsantacruz.com/sitemap.xml
	Robots.txt	http://cityofsantacruz.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics