





The score is 58/100







## SEO Content

	Title	Global leader in public sector software   Civica <b>Length : 48</b> Perfect, your title contains between 10 and 70 characters.														
	Description	We have over 30 years of proven expertise in delivering improved outcomes for public services worldwide. <b>Length : 105</b> Great, your meta description contains between 70 and 160 characters.														
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.														
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>site_name</td><td>Civica</td></tr><tr><td>url</td><td>https://www.civica.com/en-GB/</td></tr><tr><td>title</td><td>Global leader in public sector software</td></tr><tr><td>description</td><td>We have over 30 years of proven expertise in delivering improved outcomes for public services worldwide.</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>https://www.civica.com/globalassets/photography-on-brand/home-page/businessman-on-the-phone-in-london.jpg</td></tr></tbody></table>	Property	Content	site_name	Civica	url	https://www.civica.com/en-GB/	title	Global leader in public sector software	description	We have over 30 years of proven expertise in delivering improved outcomes for public services worldwide.	type	website	image	https://www.civica.com/globalassets/photography-on-brand/home-page/businessman-on-the-phone-in-london.jpg
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	Headings	<table><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>6</td><td>3</td><td>3</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1] A global leader in public sector software</li></ul>	H1	H2	H3	H4	H5	H6	1	6	3	3	0	0		
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1	6	3	3	0	0											

## SEO Content

		<ul style="list-style-type: none"><li>• [H2] What we do</li><li>• [H2] Why we are different</li><li>• [H2] Success stories</li><li>• [H2] The latest from Civica UK</li><li>• [H2] Annual Review 2021</li><li>• [H2] Machine learning reloaded</li><li>• [H3] Legal</li><li>• [H3] Quick Links</li><li>• [H3] Connect with Us</li><li>• [H4] Our people</li><li>• [H4] Our knowledge</li><li>• [H4] Innovation</li></ul>
	Images	We found 30 images on this web page.  10 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : <b>6%</b>  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 42 links including 2 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 97.62%  Internal Links 2.38%

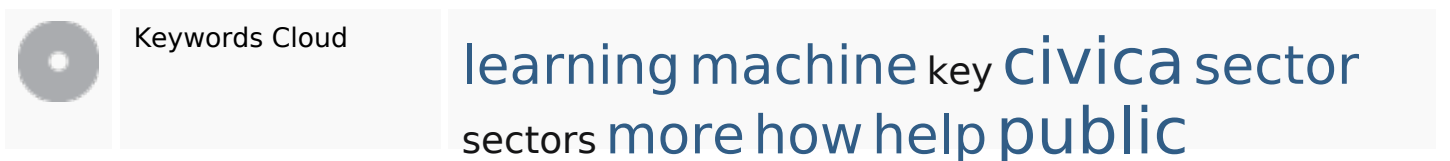
## In-page links

Anchor	Type	Juice
<a href="#">Skip navigation</a>	Internal	Passing Juice
<a href="#">About us</a>	External	Passing Juice
<a href="#">News</a>	External	Passing Juice
<a href="#">Contact us</a>	External	Passing Juice
<a href="#">Support</a>	External	Passing Juice
<a href="#">What we do</a>	External	Passing Juice
<a href="#">Sectors</a>	External	Passing Juice
<a href="#">Software &amp; Services</a>	External	Passing Juice
<a href="#">Innovation &amp; Insights</a>	External	Passing Juice
<a href="#">Play voiceover</a>	External	Passing Juice
<a href="#">Download transcript</a>	External	Passing Juice
<a href="#">New Saffron feature will help caterers cut carbon</a>	External	Passing Juice
<a href="#">Luton Council adopts Civica Involve to boost resident engagement</a>	External	Passing Juice
<a href="#">Worthing Homes joins Civica in new housing partnership</a>	External	Passing Juice
<a href="#">Touch-free Civica tech makes school meal payments safer</a>	External	Passing Juice
<a href="#">Global software provider Civica extends reach in APAC health sector through Dox acquisition</a>	External	Passing Juice
<a href="#">Epping Forest District Council adopts Civica Housing Platform</a>	External	Passing Juice
<a href="#">Civica wins prestigious cloud award</a>	External	Passing Juice
<a href="#">Melton City Council accelerates digital workflow</a>	External	Passing Juice
<a href="#">Smarter school lunches with CivicaEats</a>	External	Passing Juice
<a href="#">CovidCertNI: Smart software supporting safer travel in Northern Ireland</a>	External	Passing Juice
<a href="#">Northamptonshire Healthcare NHS Foundation Trust moves to electronic prescribing with Civica</a>	External	Passing Juice
<a href="#">Pensions at a click: Southwark Council partners with Civica to create smarter, more user-friendly platform</a>	External	Passing Juice
<a href="#">Sussex Partnership NHS Foundation Trust chooses Civica Prescribing software</a>	External	Passing Juice

## In-page links

<a href="#">View all insights</a>	External	Passing Juice
<a href="#">Find out more</a>	External	Passing Juice
<a href="#">Download Perspectives*</a>	External	Passing Juice
<a href="#">Request a call back</a>	External	Passing Juice
<a href="#">Accessibility</a>	External	Passing Juice
<a href="#">Cookie Policy</a>	External	Passing Juice
<a href="#">Email Preference</a>	External	Passing Juice
<a href="#">Modern Slavery Statement</a>	External	Passing Juice
<a href="#">Policies and Statements</a>	External	Passing Juice
<a href="#">Privacy Notice</a>	External	Passing Juice
<a href="#">Terms and Conditions</a>	External	Passing Juice
<a href="#">Buying Frameworks</a>	External	Passing Juice
<a href="#">Careers</a>	External	Passing Juice
<a href="#">Company Reports</a>	External	Passing Juice
<a href="#">COVID-19</a>	External	Passing Juice
<a href="#">Global Office Locations</a>	External	Passing Juice
<a href="#">Resources</a>	External	Passing Juice
<a href="#">Events</a>	External	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
public	3	✓	✗	✓	✓
civica	3	✓	✗	✗	✓







## Keywords Consistency

how	2	✘	✘	✘	✘
help	2	✘	✘	✘	✘
sector	2	✔	✘	✘	✔

## Usability

	Url	Domain : membra.co.uk Length : 12
	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 : 43 Warnings : 4
	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></ul>

## Document

- ✔ Great, your website has few CSS files.
- ✘ Too bad, your website has too many JS files (more than 6).
- ✔ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✔ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://membra.co.uk/sitemap.xml>  
<https://www.civica.com/en-gb/sitemap.xml>  
<https://www.civica.com/en-sg/sitemap.xml>  
<https://www.civica.com/en-au/sitemap.xml>  
<https://www.civica.com/en-us/sitemap.xml>  
<https://www.civica.com/en-in/sitemap.xml>  
<https://www.civica.com/sitemap.xml>



### Robots.txt

<http://membra.co.uk/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Missing

We didn't detect an analytics tool installed on this website.

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.