








# Seo Analyzer portlandoregon.gov

Generated on February 15 2022 03:21 AM





The score is 58/100







## SEO Content

	Title	<p>City of Portland, Oregon   Portland.gov</p> <p><b>Length : 39</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>The official website of the City of Portland, Oregon.</p> <p><b>Length : 53</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<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>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1686"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Portland.gov</td> </tr> <tr> <td>url</td> <td>https://www.portland.gov/node</td> </tr> <tr> <td>title</td> <td>City of Portland, Oregon   Portland.gov</td> </tr> <tr> <td>description</td> <td>The official website of the City of Portland, Oregon.</td> </tr> </tbody> </table>	Property	Content	site_name	Portland.gov	url	https://www.portland.gov/node	title	City of Portland, Oregon   Portland.gov	description	The official website of the City of Portland, Oregon.		
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	Headings	<table border="1" data-bbox="539 1715 1481 1787"> <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>16</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1816 1107 2078" style="list-style-type: none"> <li>• [H1] Welcome to Portland, Oregon</li> <li>• [H2] General Information</li> <li>• [H2] Elected Officials</li> <li>• [H2] Popular searches</li> <li>• [H2] Apply or File</li> <li>• [H2] Engage</li> <li>• [H2] Permits</li> <li>• [H2] Pay</li> </ul>	H1	H2	H3	H4	H5	H6	1	16	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	16	0	0	0	0									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H2] Report</li> <li>• [H2] Find</li> <li>• [H2] Find services and information by topic</li> <li>• [H2] Accessibility statement</li> <li>• [H2] General information</li> <li>• [H2] Follow on Social Media</li> <li>• [H2] Terms, policies</li> <li>• [H2] Portland.gov</li> <li>• [H2] City of Portland, Oregon</li> </ul>
	Images	<p>We found 8 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : <b>15%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	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 45 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 11.11%</p> <p>Internal Links 88.89%</p>

## In-page links

Anchor	Type	Juice
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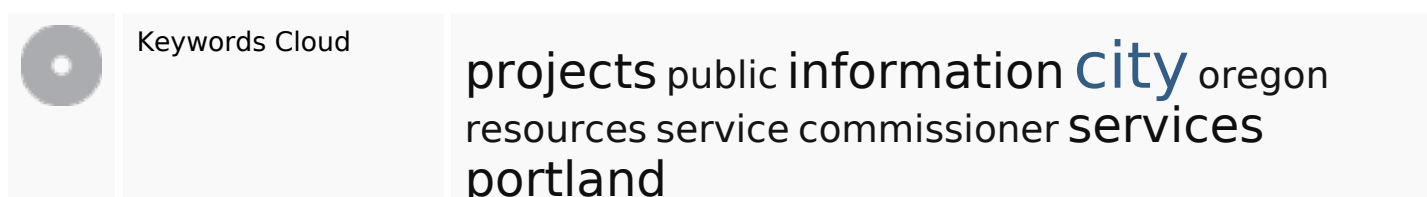
## In-page links

<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">State policy</a>	External	Passing Juice
<a href="#">Portland United</a>	External	Passing Juice
<a href="#">learning about resources</a>	External	Passing Juice
<a href="#">signing up for alerts</a>	External	Passing Juice
<a href="#">arts tax</a>	Internal	Passing Juice
<a href="#">business tax</a>	Internal	Passing Juice
<a href="#">charter, code, policies</a>	Internal	Passing Juice
<a href="#">council agenda</a>	Internal	Passing Juice
<a href="#">employee portal</a>	Internal	Passing Juice
<a href="#">find a park</a>	Internal	Passing Juice
<a href="#">jobs</a>	External	Passing Juice
<a href="#">recreation class or activity</a>	Internal	Passing Juice
<a href="#">sewer and water bill</a>	Internal	Passing Juice
<a href="#">Access and ADA accommodations</a>	Internal	Passing Juice
<a href="#">Biking</a>	Internal	Passing Juice
<a href="#">City planning</a>	Internal	Passing Juice
<a href="#">City projects</a>	Internal	Passing Juice
<a href="#">Community education and outreach</a>	Internal	Passing Juice
<a href="#">Construction and development</a>	Internal	Passing Juice
<a href="#">Economic development</a>	Internal	Passing Juice
<a href="#">Environment</a>	Internal	Passing Juice
<a href="#">Fire and life safety</a>	Internal	Passing Juice
<a href="#">Fire and medical response</a>	Internal	Passing Juice
<a href="#">Garbage and recycling</a>	Internal	Passing Juice
<a href="#">Jobs and Internships</a>	Internal	Passing Juice
<a href="#">Novel Coronavirus COVID-19</a>	Internal	Passing Juice
<a href="#">Open Data, Statistics, and Maps</a>	Internal	Passing Juice

## In-page links

<a href="#">Operating a Business in Portland</a>	Internal	Passing Juice
<a href="#">Parking</a>	Internal	Passing Juice
<a href="#">Parks, recreation, and activities</a>	Internal	Passing Juice
<a href="#">Police and safety</a>	Internal	Passing Juice
<a href="#">Public records</a>	Internal	Passing Juice
<a href="#">Rent or own property</a>	Internal	Passing Juice
<a href="#">Sidewalks</a>	Internal	Passing Juice
<a href="#">Transportation and roads</a>	Internal	Passing Juice
<a href="#">Trees</a>	Internal	Passing Juice
<a href="#">Visiting</a>	Internal	Passing Juice
<a href="#">Water, stormwater, and sewer</a>	Internal	Passing Juice
<a href="#">Give website feedback</a>	Internal	Passing Juice
<a href="#">ADA Accommodation</a>	Internal	Passing Juice
<a href="#">Captioning, transcription</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">About this Website</a>	Internal	Passing Juice
<a href="#">Editor log in</a>	Internal	Passing Juice

## SEO Keywords







## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
city	15	✓	✗	✓	✓
portland	7	✓	✗	✓	✓






## Keywords Consistency

information	6	✘	✘	✘	✔
services	6	✘	✘	✘	✔
projects	6	✘	✘	✘	✘

## Usability

	Url	Domain : portlandoregon.gov Length : 18
	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 : 21 Warnings : 9
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	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.
- ✔ Perfect, your website has few JavaScript files.
- ✔ 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.

[https://www.portlandoregon.gov/sitemap\\_xml.cfm](https://www.portlandoregon.gov/sitemap_xml.cfm)



### Robots.txt

<http://portlandoregon.gov/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.