








The score is 66/100



SEO Content





|    | Title                              | California Policy Center<br><b>Length : 24</b><br>Perfect, your title contains between 10 and 70 characters.   |          |         |        |       |           |                          |      |         |     |                                    |   |   |
|--|------------------------------------|--|----------|---------|--------|-------|-----------|--------------------------|------|---------|-----|------------------------------------|---|---|
|    | Description                        | We believe every Californian should have the opportunity to flourish.<br><b>Length : 69</b><br>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.   |          |         |        |       |           |                          |      |         |     |                                    |   |   |
|  | 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><tr><th>Property</th><th>Content</th></tr><tr><td>locale</td><td>en_US</td></tr><tr><td>site_name</td><td>California Policy Center</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://californiapolicycenter.org</td></tr></table>   | Property | Content | locale | en_US | site_name | California Policy Center | type | website | url | https://californiapolicycenter.org |   |   |
| Property   | Content                            |  |          |         |        |       |           |                          |      |         |     |                                    |   |   |
| locale   | en_US                              |  |          |         |        |       |           |                          |      |         |     |                                    |   |   |
| site_name  | California Policy Center           |  |          |         |        |       |           |                          |      |         |     |                                    |   |   |
| type   | website                            |  |          |         |        |       |           |                          |      |         |     |                                    |   |   |
| url  | https://californiapolicycenter.org |  |          |         |        |       |           |                          |      |         |     |                                    |   |   |
|  | Headings                           | <table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>15</td><td>14</td><td>1</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>[H1] We believe every Californian should have the opportunity to flourish.</li><li>[H1] School Transparency Wars</li><li>[H1] Frisco Frolics</li><li>[H1] California State and Local Liabilities Total \$1.6 Trillion</li><li>[H1] Ill-Timed Fossil Fuel Pension Disinvestment Bill Threatens Economy</li><li>[H1] Twelve Out of Fifteen Largest California Cities Don't Have Money to Pay their Bills According to Accounting Study</li></ul> | H1       | H2      | H3     | H4    | H5        | H6                       | 15   | 14      | 1   | 0                                  | 0 | 0 |
| H1   | H2                                 | H3   | H4       | H5      | H6     |       |           |                          |      |         |     |                                    |   |   |
| 15   | 14                                 | 1  | 0        | 0       | 0      |       |           |                          |      |         |     |                                    |   |   |

## SEO Content

|  |                 |   |
|--|-----------------|---|
|  |                 | <ul style="list-style-type: none"><li>• [H1] National Review's Radio Free California Podcast Episode 211: Rollin' on Dubs</li><li>• [H1] Newsom Brings Home the Gold in High-Powered Hypocrisy</li><li>• [H1] The Sandstorm: Are Union Chickens Coming Home To Roost?</li><li>• [H1] California's Homeless Housing Scam</li><li>• [H1] OC Board of Education Files Motion for Preliminary Injunction to End Governor Newsom's State of Emergency</li><li>• [H1] California's Excessive Occupational Licensing Requirements Hurt Workers and the Economy</li><li>• [H1] National Review's Radio Free California Podcast Episode 209: High-Powered Hypocrisy</li><li>• [H1] A Tale of Two Bad Bills</li><li>• [H1] How California's Unions Can Help ALL Workers</li><li>• [H2] School Transparency Wars</li><li>• [H2] Frisco Frolics</li><li>• [H2] California State and Local Liabilities Total \$1.6 Trillion</li><li>• [H2] Ill-Timed Fossil Fuel Pension Disinvestment Bill Threatens Economy</li><li>• [H2] Twelve Out of Fifteen Largest California Cities Don't Have Money to Pay their Bills According to Accounting Study</li><li>• [H2] National Review's Radio Free California Podcast Episode 211: Rollin' on Dubs</li><li>• [H2] Newsom Brings Home the Gold in High-Powered Hypocrisy</li><li>• [H2] The Sandstorm: Are Union Chickens Coming Home To Roost?</li><li>• [H2] California's Homeless Housing Scam</li><li>• [H2] OC Board of Education Files Motion for Preliminary Injunction to End Governor Newsom's State of Emergency</li><li>• [H2] California's Excessive Occupational Licensing Requirements Hurt Workers and the Economy</li><li>• [H2] National Review's Radio Free California Podcast Episode 209: High-Powered Hypocrisy</li><li>• [H2] A Tale of Two Bad Bills</li><li>• [H2] How California's Unions Can Help ALL Workers</li><li>• [H3] Want more? Sign up for our newsletter.</li></ul> |
|  | Images          | <p>We found 0 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>   |
|  | Text/HTML Ratio | <p>Ratio : <b>19%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>   |
|  | Flash           | <p>Perfect, no Flash content has been detected on this page.</p>  |
|  | Iframe          | <p>Great, there are no Iframes detected on this page.</p>   |

## SEO Content

### 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 33 links including 0 link(s) to files                                     |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 96.97%<br>Internal Links 3.03% |


### In-page links

| Anchor   | Type     | Juice         |
|--|----------|---------------|
| <a href="#">About</a>                              | External | Passing Juice |
| <a href="#">Contact Us</a>                         | External | Passing Juice |
| <a href="#">Newsletter Signup</a>                  | External | Passing Juice |
| <a href="#">Issues</a>                             | External | Passing Juice |
| <a href="#">Education</a>                          | External | Passing Juice |
| <a href="#">Finance</a>                            | External | Passing Juice |
| <a href="#">Housing</a>                            | External | Passing Juice |
| <a href="#">Infrastructure</a>                     | External | Passing Juice |
| <a href="#">Litigation</a>                         | External | Passing Juice |
| <a href="#">Pensions</a>                           | External | Passing Juice |
| <a href="#">Wildfires</a>                          | External | Passing Juice |
| <a href="#">California Local Elected Officials</a> | External | Passing Juice |
| <a href="#">Parent Union</a>                       | External | Passing Juice |
| <a href="#">Union Membership Rights</a>            | External | Passing Juice |

In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">The California Book of Exoduses</a> | External | Passing Juice |
| <a href="#">Take Action</a>                     | External | Passing Juice |
| <a href="#">Donate</a>                          | External | Passing Juice |
| <a href="#">Criminal Justice Reform</a>         | External | Passing Juice |
| <a href="#">Lawmakers</a>                       | External | Passing Juice |
| <a href="#">Contact Your Rep</a>                | External | Passing Juice |
| <a href="#">Search</a>                          | External | Passing Juice |
| <a href="#">Facebook page</a>                   | External | Passing Juice |
| <a href="#">Larry Sand</a>                      | External | Passing Juice |
| <a href="#">Edward Ring</a>                     | External | Passing Juice |
| <a href="#">Marc Joffe</a>                      | External | Passing Juice |
| <a href="#">Brandon Ristoff</a>                 | External | Passing Juice |
| <a href="#">Will Swaim</a>                      | External | Passing Juice |
| <a href="#">California Policy Center</a>        | External | Passing Juice |
| <a href="#">Edison Lee</a>                      | External | Passing Juice |
| <a href="#">LOAD MORE</a>                       | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>                  | External | Passing Juice |
| <a href="#">Privacy Policy</a>                  | External | Passing Juice |
| <a href="#">Terms of Service</a>                | External | Passing Juice |

SEO Keywords






Keywords Cloud

policy newsom californias housing education  
governor state center **california** national




## Keywords Consistency

| Keyword     | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| california  | 27      | ✓     | ✗        | ✓           | ✓        |
| state       | 13      | ✗     | ✗        | ✗           | ✓        |
| californias | 9       | ✗     | ✗        | ✗           | ✗        |
| policy      | 8       | ✓     | ✗        | ✗           | ✗        |
| newsom      | 7       | ✗     | ✗        | ✗           | ✓        |









## Usability

|  |              |  |
|--|--------------|--|
|   | Url          | Domain : unionwatch.org<br>Length : 14   |
|  | Favicon      | Great, your website has a favicon.   |
|  | Printability | Great. We have found a Print-Friendly CSS.   |
|  | Language     | You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website. |
|  | 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 : 16<br>Warnings : 23             |
|  |              |  |





## Document

|  |                 |  |
|--|-----------------|--|
|  | 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      | <div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div> |

## Mobile

|  |                     |  |
|--|---------------------|--|
|  | Mobile Optimization | <div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div> |
|--|---------------------|--|

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | <div>Great, your website has an XML sitemap.</div> <div><a href="http://unionwatch.org/sitemap.xml">http://unionwatch.org/sitemap.xml</a></div>  |
|  | Robots.txt  | <div>Missing</div> <div>Your website doesn't have a robots.txt file - this can be problematic.</div> <div>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</div> |
|  | Analytics   | <div>Great, your website has an analytics tool.</div> <div></div>   |

# Optimization

Google Analytics