Website SEO Stats

72

Your Website Score

Review of Granicus.com

Generated on 2022-01-04

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Iconography

✅ Good

⚠️ To Improve

❌ Errors

⚫ Not Important

⚙️⚙️⚙️ Hard to solve

⚙️⚙️⚙️ Little tough to solve

⚙️⚙️⚙️ Easy to solve

⚙️⚙️⚙️ No action necessary

Website SEO Stats

Search Engine Optimization

Title Tag
⚙⚙⚙

Granicus | The Citizen Experience Platform for Government

Length: 57 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Meta Description
⚙⚙⚙

Citizen Experience Platform Transforming How Governments Serve. Granicus technology connects 250M people & 6,000+ government organizations.

Length: 139 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords
⚙⚙⚙

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

Google Preview

✿ ✿ ✿

[Granicus | The Citizen Experience Platform for Government](#)
granicus.com/
Citizen Experience Platform Transforming How Governments Serve. Granicus technology connects 250M people & 6,000+ government organizations.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are

missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Website SEO Stats

Headings ✓

\<H1\>	**\<H2\>**	**\<H3\>**	**\<H4\>**	**\<H5\>**	**\<H6\>**
1	8	11	0	0	5

\<H1\> Build meaningful connections with every digital interaction \</H1\>

\<H2\> Every touchpoint has an impact \</H2\>

\<H2\> Start transforming how people experience government \</H2\>

\<H2\> Innovating with technology \</H2\>

\<H2\> Transforming engagement \</H2\>

\<H2\> Serving critical communities \</H2\>

\<H2\> Connecting everyone \</H2\>

\<H2\> Discover, learn, share \</H2\>

\<H2\> Ready to deliver exceptional outcomes? \</H2\>

\<H3\> Serve the whole community where they are, on their terms \</H3\>

\<H3\> Grow your reach and expand your audience \</H3\>

\<H3\> Digital services that deliver for the people \</H3\>

\<H3\> Understand what your community really wants \</H3\>

\<H3\> Do more with what you have \</H3\>

\<H3\> VA's Digital Decade: 10 years of transforming how the agency connects with veterans \</H3\>

\<H3\> Empathy in action: engaging constituents when progress stalls \</H3\>

\<H3\> Five reasons government agencies should use SMS \</H3\>

\<H3\> How Dunedin, FL, created the community's go-to information source \</H3\>

\<H3\> The ultimate SMS checklist for government \</H3\>

\<H3\> How we did it: elevating short-term rental compliance with Yates County, NY \</H3\>

\<H6\> Learn how Manchester, CT, supercharged their community outreach by 100x using Government Experience Cloud (GXC)… view the story \</H6\>

\<H6\> Learn how Veterans Affairs combined Engagement Cloud with GXG to grow subscriptions for critical communications… view the story \</H6\>

\<H6\> Learn how Gainesville, FL, used Service Cloud to increase user satisfaction and employee experience… view the story \</H6\>

\<H6\> See how Leamington, ON, used Engagement Cloud to understand their community and increase public transportation ridership… view the story \</H6\>

\<H6\> Find out how Parachute, CO, used Operations Cloud to save time and money while reducing stress in the clerk's office… view the story \</H6\>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords

government 30   experience 22   digital 20   more 13   community 12

increase 12   solutions 10   success 10   granicus 9   read 8

they 8   services 7   engaging 7   cloud 7   serve 7

> This Keyword Cloud provides an insight into the frequency of keyword usage within the page.
>
> It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
government	30	✔	✔	✔
experience	22	✔	✔	✔
digital	20	✖	✖	✔
more	13	✖	✖	✔
community	12	✖	✖	✔
increase	12	✖	✖	✔
solutions	10	✖	✖	✖
success	10	✖	✖	✖
granicus	9	✔	✔	✖
read	8	✖	✖	✔
they	8	✖	✖	✔
services	7	✖	✖	✔
engaging	7	✖	✖	✔
cloud	7	✖	✖	✔
serve	7	✖	✔	✔

> This table highlights the importance of being consistent with your use of keywords.
>
> To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute

We found 85 images on this web page

✖ 34 ALT attributes are empty or missing.

https://granicus.com/wp-content/uploads/2023/05/Icon-local-government-red2.svg

https://granicus.com/wp-content/uploads/2023/05/icon-state-government-red.svg

https://granicus.com/wp-content/uploads/2023/05/Icon-eduction-red.svg

https://granicus.com/wp-content/uploads/2023/05/Icon-Federal-government-red2.svg

https://granicus.com/wp-content/uploads/2023/05/Icon-special-districts-red-2.svg

https://granicus.com/wp-content/uploads/2023/05/icon-menu-customer-support.svg

https://granicus.com/wp-content/uploads/2023/05/icon-menu-customer-services.svg

https://granicus.com/wp-content/uploads/2023/05/menu-icon2-success.svg

https://granicus.com/wp-content/uploads/2023/05/menu-icon2-blog.svg

https://granicus.com/wp-content/uploads/2023/05/menu-icon2-resource.svg

https://granicus.com/wp-content/uploads/2023/05/menu-icon2-event.svg

https://granicus.com/wp-content/uploads/2023/05/menu-icon2-ondemand.svg

https://granicus.com/wp-content/uploads/2023/05/icon-menu-resource.svg

https://granicus.com/wp-content/uploads/2022/12/logo.svg

https://granicus.com/wp-content/themes/granicus-international/assets/images/nav-arrow-right.svg

https://granicus.com/wp-content/themes/granicus-international/assets/images/circle-minus-red.svg

https://granicus.com/wp-content/themes/granicus-international/assets/images/nav-arrow-right.svg

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https://granicus.com/wp-content/themes/granicus-international/assets/images/circle-minus-red.svg

https://granicus.com/wp-content/uploads/homepage-stat-operational-efficiency-1.jpg

https://granicus.com/wp-content/uploads/icon-connected-tech.png

https://granicus.com/wp-content/uploads/icon-experience-services.png

https://granicus.com/wp-content/uploads/icon-data-insights.png

https://granicus.com/wp-content/uploads/2023/03/Icon-success-story.svg

https://granicus.com/wp-content/uploads/2023/03/Icon-success-story.svg

https://granicus.com/wp-content/uploads/2023/03/Icon-success-story.svg

https://granicus.com/wp-content/uploads/2023/03/Icon-success-story.svg

https://granicus.com/wp-content/uploads/2023/03/icon-resources.svg

https://granicus.com/wp-content/uploads/2023/02/call-to-action-default.jpg

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio

HTML to Text Ratio is: **5.49%**

Text content size 10638 bytes

Total HTML size 193756 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

GZIP compression

Wow! It's GZIP Enabled.

✔ Your webpage is compressed from 189 KB to 40 KB (79 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

IP Canonicalization   No your domain IP 23.185.0.4 does not redirect to granicus.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite   Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important

keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs   Great, you are not using underscores (these_are_underscores) in your URLs

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.

Website SEO Stats

WWW Resolve

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

XML Sitemap

Good, you have XML Sitemap file!
http://granicus.com/sitemap.xml

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

Robots.txt

Good, you have Robots.txt file!
http://granicus.com/robots.txt

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.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

Website SEO Stats

Embedded Objects

Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

Iframe

Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

Exactly how many years and months

Domain Age: 22 Years, 224 Days

Created Date: 26th-May-1999

Updated Date: 12th-Jul-2021

Expiry Date: 26th-May-2022

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Indexed Pages

Indexed pages in search engines

39 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture &

internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

Backlinks Counter

Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

Website SEO Stats

Usability

URL
http://granicus.com
Length: 8 characters

> Keep your URLs short and avoid long domain names when possible.
>
> A descriptive URL is better recognized by search engines.
>
> A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g.,
>
> http://www.mysite.com/en/products).

Favicon
Great, your website has a favicon.

> Favicons improve a brand's visibility.
>
> As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page
Great, your website has a custom 404 error page.

> When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so
>
> hard to obtain through the search engines and third party links.
>
> Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

Website SEO Stats

Page Size 186 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time 0.06 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language Good, you have declared your language
Declared Language: EN-US

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
granicus.net	Already Registered
granicus.org	Already Registered
granicus.biz	Already Registered
granicus.us	Already Registered
granicus.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
rranicus.com	Available
franicus.com	Already Registered
vranicus.com	Available
tranicus.com	Available
branicus.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.

Email Privacy

Good, no email address has been found in plain text.

⚙⚙⚙

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Safe Browsing

The website is not blacklisted and looks safe to use.

⚙⚙⚙

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.

Website SEO Stats

Mobile

Mobile Friendliness

Awesome! This page is mobile-friendly!
Your mobile friendly score is 100/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.

Mobile Compatibility

Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Technologies

Server IP
⚙ ⚙ ⚙

Server IP	Server Location	Service Provider
23.185.0.4	United StatesTimezone	PantheonOrganization

> Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.
>
> Search engines take the geolocation of a server into account as well as the server speed.

✖ Speed Tips
⚙ ⚙ ⚙

Tips for authoring fast-loading HTML pages:

✖ Too bad, your website has too many CSS files.

✖ Too bad, your website has too many JavaScript files.

✔ Perfect, your website doesn't use nested tables.

✖ Too bad, your website is using inline styles.

> Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.
>
> ???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.
>
> Conversion rates are far higher for websites that load faster than their slower competitors.

✖ Analytics
⚙ ⚙ ⚙

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.

Doc Type

Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to

index. Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Social

Social Data
⚙ ⚙ ⚙

Your social media status

[f] Facebook: ✓ Granicusco

[G+] Twitter: ✓ Granicus

[in] Instagram: ✗

> Social data refers to data individuals create that is knowingly and voluntarily shared by them.
>
> Cost and overhead previously rendered this semi-public form of communication unfeasible.
>
> But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Visitors

Traffic Rank

65,965th most visited website in the World.

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

No data available

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth

$33,336 USD

Just a estimated worth of your website based on Alexa Rank.

Link Analysis

In-Page Links

We found a total of 91 links including both internal & external links of your site

Anchor	Type	Follow
Careers	Internal Links	Dofollow
More products	Internal Links	Dofollow
Canada	Internal Links	Dofollow
India	Internal Links	Dofollow
Latin America & Caribbean	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Local government Connecting local government with the constituents they serve	Internal Links	Dofollow
State government Customer experience solutions for state governments	Internal Links	Dofollow
Education Progressing education with connective technologies	Internal Links	Dofollow
Federal government Empowering engaging, equitable, and transparent experiences	Internal Links	Dofollow
Special districts Connecting special districts and the communities they serve	Internal Links	Dofollow
Trust and equity reimagined through CX Revamping CX for a user-centric approach involves adapting tools to embody a service-oriented mindset.	Internal Links	Dofollow
GOVERNMENT EXPERIENCE CLOUD	Internal Links	Dofollow
Agenda & meeting management Streamline meeting and video processes	Internal Links	Dofollow
Websites & CMS Implement customer experience solutions	Internal Links	Dofollow
Digital services, forms & PCL Streamline workflows and permitting	Internal Links	Dofollow
Digital communication & engagement Build trust and engage residents	Internal Links	Dofollow
Public records & STR compliance Transform records and STR management	Internal Links	Dofollow
View all products	Internal Links	Dofollow
Customer experience services The Granicus team is here to help	Internal Links	Dofollow
Digital agency & consulting services Granicus Experience Group (GXG)	Internal Links	Dofollow
World-class support Supporting you to achieve your goals	Internal Links	Dofollow
Resources	Internal Links	Dofollow
Success stories Learn from the success of your peers	Internal Links	Dofollow
Blogs The latest thoughts in digital government	Internal Links	Dofollow
Guides Supporting a digital transformation journey	Internal Links	Dofollow
Events Join online webinars and in-person events	Internal Links	Dofollow
On-demand webinars Government thought-leader hosted webinars	Internal Links	Follow
Coos Bay, Oregon Utilizing technology to redefine how you serve and engage with your community.	Internal Links	Dofollow
Read success story	Internal Links	Dofollow
About	Internal Links	Dofollow
News & press Stay up to date on government	Internal Links	Dofollow
Awards Impact through innovation	Internal Links	Dofollow
Contact us How can we help?	Internal Links	Dofollow
Book a demo	Internal Links	Dofollow
Improve service delivery	Internal Links	Dofollow
Foster community engagement	Internal Links	Dofollow
Drive operational efficiency	Internal Links	Dofollow
view the story	Internal Links	Dofollow
view the story	Internal Links	Dofollow
view the story	Internal Links	Dofollow
view the story	Internal Links	Dofollow

view the story	Internal Links	Dofollow
Success story	Internal Links	Dofollow
Success story	Internal Links	Dofollow
Success story	Internal Links	Dofollow
Success story	Internal Links	Dofollow
VA's Digital Decade: 10 years of transforming how the agency connects with veterans Read more	Internal Links	Dofollow
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All resources	Internal Links	Dofollow
Book a demo	Internal Links	Dofollow
Improve service delivery	Internal Links	Dofollow
Foster community engagement	Internal Links	Dofollow
Drive operational efficiency	Internal Links	Dofollow
Metrics	Internal Links	Dofollow
Trust center	Internal Links	Dofollow
Terms of use	Internal Links	Dofollow
Privacy policy	Internal Links	Dofollow
Privacy notice – US residents	Internal Links	Dofollow
Slavery and human trafficking statement	Internal Links	Dofollow
How to report security vulnerabilities	Internal Links	Dofollow
Cookie policy	Internal Links	Dofollow
Civic engagement	Internal Links	Dofollow
Community engagement	Internal Links	Dofollow
Digital communications	Internal Links	Dofollow
Digital government	Internal Links	Dofollow
Digital government services	Internal Links	Dofollow
Digital readiness	Internal Links	Dofollow
Government CMS	Internal Links	Dofollow
Government transparency	Internal Links	Dofollow
Legislative management	Internal Links	Dofollow
PCL solutions	Internal Links	Dofollow
Short-term vacation rental compliance	Internal Links	Dofollow
Support	External Links	Dofollow
Status	External Links	Dofollow
govDelivery	External Links	Dofollow
Host Compliance	External Links	Dofollow
OpenForms	External Links	Dofollow
United Kingdom	External Links	Dofollow
Australia & New Zealand	External Links	Dofollow
govDelivery	External Links	Dofollow
Get support	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.

Website SEO Stats

Broken Links ✓

No broken links were found on this web page

⚙⚙⚙

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

Website SEO Stats