Website review sf311.org

The score is 46/100

SEO Content

✅	Title	**311 Customer Service Center | San Francisco** **Length : 43** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	We help San Francisco residents, visitors, and businesses access City services and information 24 hours a day, 7 days a week via phone, web, and mobile. We offer assistance in over 160 languages over the phone and our mobile app is available in Chinese, Filipino, Spanish, and English. **Length : 285** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
❌	Og Meta Properties	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.
⊙	Headings	**H1** **H2** **H3** **H4** **H5** **H6** 1 8 3 2 0 0 - [H1] 311 Customer Service Center - [H2] Services - [H2] News - [H2] Resources - [H2] About - [H2] People - [H2] Contact - [H2] Footer menu - [H2] Footer Bottom - [H3] Featured - [H3] Most popular - [H3] Management team - [H4]

SEO Content

		• [H4]
❌	Images	We found 9 images on this web page. 1 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 : **4%** 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

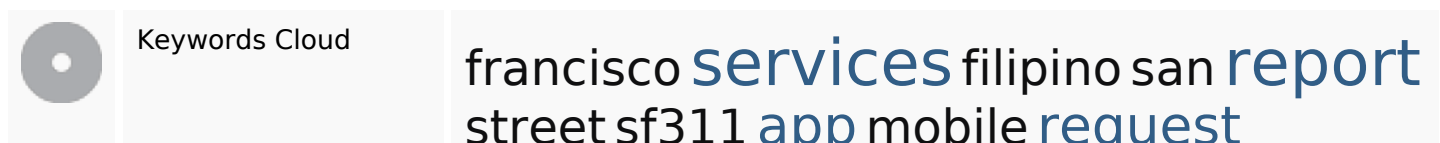|		
✅	URL Rewrite	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 19 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 36.84% Internal Links 63.16%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Services	Internal	Passing Juice
Departments	Internal	Passing Juice

In-page links

City Administrator		Internal	Passing Juice
Request services		External	Passing Juice
Learn more		External	Passing Juice
Learn more about us		Internal	Passing Juice
Facebook		External	Passing Juice
Twitter		External	Passing Juice
Give feedback		External	Passing Juice
Nancy Alfaro		Internal	Passing Juice
Carson Chin		Internal	Passing Juice
Kevin Dyer		Internal	Passing Juice
See previous website		External	Passing Juice
Jobs with the City		External	Passing Juice
Contact us		Internal	Passing Juice
About this website		Internal	Passing Juice
Disclaimer		Internal	Passing Juice
Privacy policy		Internal	Passing Juice

SEO Keywords

Keywords Cloud	francisco services filipino san report street sf311 app mobile request

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
services	6	✖	✖	✔	✔
report	5	✖	✖	✖	✖
request	4	✖	✖	✖	✖
app	4	✖	✖	✔	✖

Keywords Consistency

san	3	✓	✗	✓	✗

Usability

●	Url	Domain : sf311.org Length : 9
✓	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 : 0 Warnings : 0
✗	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✓	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
●	Speed Tips	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✓ Great, your website has few CSS files. ✗ Too bad, your website has too many JS files (more than 6).

Document

✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✖ Apple Icon
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

✖	XML Sitemap	Missing
		Your website does not have an XML sitemap - this can be problematic.
		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.
✔	Robots.txt	http://sf311.org/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.