







Website review townofgroton.org

Generated on September 22 2024 14:31 PM






The score is 51/100







SEO Content

	<p>Title</p>	<p>Town of Groton</p> <p>Length : 14</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	<p>Description</p>	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>														
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>														
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1249 1481 2011"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Town of Groton</td> </tr> <tr> <td>description</td> <td>Pay Online View a variety of bills that can be paid online. Groton GIS View map and parcel information for properties in Town. Public Meetings View upcoming public meetings and their Agendas. Transfer Station Everything you need to know about the Transfer Station. The Groton Channel Groton's Public Access and Educational Channel Watch Live Meetings &hellip;</td> </tr> <tr> <td>url</td> <td>https://www.grotonma.gov/</td> </tr> <tr> <td>site_name</td> <td>Town of Groton</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Town of Groton	description	Pay Online View a variety of bills that can be paid online. Groton GIS View map and parcel information for properties in Town. Public Meetings View upcoming public meetings and their Agendas. Transfer Station Everything you need to know about the Transfer Station. The Groton Channel Groton's Public Access and Educational Channel Watch Live Meetings …	url	https://www.grotonma.gov/	site_name	Town of Groton
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url	https://www.grotonma.gov/															
site_name	Town of Groton															
	<p>Headings</p>	<p>H1 H2 H3 H4 H5 H6</p>														

SEO Content

		<p>1 6 19 1 0 0</p> <ul style="list-style-type: none"> • [H1] Front Page • [H2] Recent Announcements • [H2] Upcoming Public Meetings • [H2] Open Committee Vacancies • [H2] Town & Community Events • [H2] Recent Public Documents • [H2] Copyright © Town of Groton, All Rights Reserved. • [H3] (978) 448-1100 • [H3] Contact Us • [H3] View Hours of Operation • [H3] Pay Online • [H3] Groton GIS • [H3] Public Meetings • [H3] Transfer Station • [H3] The Groton Channel • [H3] Watch Live Meetings • [H3] Watch Past Meetings • [H3] Meeting Minutes • [H3] Vacancy on the Board of Trustees of the Groton Public Library • [H3] Greater Worcester Comprehensive Climate Action Plan Community Survey • [H3] State Health Officials Announce Fourth Human Case of EEE - MASS DEP • [H3] Flu & Covid Vaccine Clinic • [H3] Destination Groton Committee Vacancy • [H3] 2024 State Primary - OFFICIAL RESULTS • [H3] Town of Groton - Public Auction • [H3] PRESS RELEASE - Prescott House • [H4] Town Hall Hours
	Images	<p>We found 11 images on this web page.</p> <p>9 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 12%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

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 223 links including 37 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 95.07%</p> <p>Internal Links 4.93%</p>

In-page links

Anchor	Type	Juice
Contact Us	Internal	Passing Juice
View Hours of Operation	Internal	Passing Juice
Agendas &#038; Minutes	External	Passing Juice
Alerts & Notifications	External	Passing Juice
Annual Reports	External	Passing Juice
ARPA Funding	External	Passing Juice
Bylaws & Charter	External	Passing Juice
Budget	External	Passing Juice
Affordable Housing Trust	External	Passing Juice
Agricultural Commission	External	Passing Juice
Board of Assessors	External	Passing Juice
Board of Health	External	Passing Juice
Board of Registrars	External	Passing Juice
Board of Survey	External	Passing Juice
Cable Advisory Committee	External	Passing Juice
Capital Planning Advisory Committee	External	Passing Juice

In-page links

Commemorations and Celebrations Committee	External	Passing Juice
Commission on Accessibility	External	Passing Juice
Commissioners of Trust Funds	External	Passing Juice
Community Preservation Committee	External	Passing Juice
Complete Streets Committee	External	Passing Juice
Conductorlab Oversight	External	Passing Juice
Conservation Commission	External	Passing Juice
Council on Aging	External	Passing Juice
Destination Groton Committee	External	Passing Juice
Diversity, Equity, and Inclusion Committee	External	Passing Juice
Boards & Committees Archived	External	Passing Juice
Earth Removal Stormwater Advisory Committee	External	Passing Juice
Electronic Voting Study Committee - 2022	External	Passing Juice
Emergency Management Agency	External	Passing Juice
Finance Committee	External	Passing Juice
Great Pond Advisory Committee	External	Passing Juice
Greenway Committee	External	Passing Juice
Groton Electric Light Commission	External	Passing Juice
Groton Sewer Commission	External	Passing Juice
Groton Water Commission	External	Passing Juice
Groton-Dunstable Regional School Committee	External	Passing Juice
Historic Districts Commission	External	Passing Juice
Historical Commission	External	Passing Juice
Housing Authority	External	Passing Juice
Housing Partnership	External	Passing Juice
Insurance Advisory Committee	External	Passing Juice
Invasive Species Committee	External	Passing Juice
Library Trustees	External	Passing Juice

In-page links

Local Cultural Council	External	Passing Juice
Local Emergency Planning Committee	External	Passing Juice
Master Plan Implementation Committee	External	Passing Juice
MBTA Advisory Board	External	Passing Juice
Montachusett Joint Transportation Committee	External	Passing Juice
Montachusett Regional Planning Commission	External	Passing Juice
Nashoba Valley Technical High School Committee	External	Passing Juice
Old Burying Ground Commission	External	Passing Juice
Park Commission	External	Passing Juice
Personnel Board	External	Passing Juice
Planning Board	External	Passing Juice
Recycling Committee	External	Passing Juice
Regional Emergency Planning Committee	External	Passing Juice
Sargisson Beach Committee	External	Passing Juice
Scholarship Committee	External	Passing Juice
Select Board	External	Passing Juice
Senior Center Building Committee	External	Passing Juice
Sign Committee	External	Passing Juice
Stewardship Committee	External	Passing Juice
Sustainability Commission	External	Passing Juice
Town Forest Committee	External	Passing Juice
Trails Committee	External	Passing Juice
T.R.E.A.D - Tax Relief for Elders and the Disabled Committee	External	Passing Juice
Weed Harvester Committee	External	Passing Juice
Williams Barn Committee	External	Passing Juice
Zoning Board of Appeals	External	Passing Juice
Accounting	External	Passing Juice
Assessors	External	Passing Juice

In-page links

Building Department	External	Passing Juice
Cable Access	External	Passing Juice
Conservation	External	Passing Juice
Department of Public Works	External	Passing Juice
Fire Department	External	Passing Juice
Groton Center	External	Passing Juice
Groton Electric Light Department	External	Passing Juice
Groton Water Department	External	Passing Juice
Housing Coordinator	External	Passing Juice
Human Resources	External	Passing Juice
Information Technology	External	Passing Juice
Library	External	Passing Juice
Land Use	External	Passing Juice
Police Department	External	Passing Juice
Town Clerk	External	Passing Juice
Town Manager	External	Passing Juice
Treasurer and Tax Collector	External	Passing Juice
Trust Funds	External	Passing Juice
Veterans' Services	External	Passing Juice
Elected &#038; Appointed Officials	External	Passing Juice
Election Information	External	Passing Juice
Fed., State & County Officials	External	Passing Juice
Organizational Chart	External	Passing Juice
Public Meetings Calendar	Internal	Passing Juice
Public Records Request	External	Passing Juice
Town Meeting	External	Passing Juice
Groton History	External	Passing Juice
Clubs &#038; Organizations	External	Passing Juice

In-page links

Community and Town Events	External	Passing Juice
Groton Public Library	External	Passing Juice
Groton-Dunstable School District	External	Passing Juice
Nashoba Valley Technical High School	External	Passing Juice
The Groton School	External	Passing Juice
Lawrence Academy	External	Passing Juice
The Children's Center at Groton	External	Passing Juice
Groton Community School	External	Passing Juice
Country Kids Development Center	External	Passing Juice
Groton Cemetery Information	External	Passing Juice
Groton Country Club	External	Passing Juice
Groton Trails Network	External	Passing Juice
Groton Visitor Center	External	Passing Juice
Houses of Worship	External	Passing Juice
Massachusetts Flag Status	External	Passing Juice
Non-Profit Council	External	Passing Juice
Prescott Community Center	External	Passing Juice
Groton Fire Department	External	Passing Juice
Groton Police Department	External	Passing Juice
Recreation	External	Passing Juice
Groton Business Association	External	Passing Juice
Nashoba Valley Chamber of Commerce	External	Passing Juice
Assessor Data	External	Passing Juice
Development Under Construction	External	Passing Juice
GIS Maps	External	Passing Juice
Permitting Information	External	Passing Juice
Lookup and Pay Bills Online	External	Passing Juice
MLC Request	Internal	Passing Juice

In-page links

Tax Rates	Internal	Passing Juice
Building Permit Applications	External	Passing Juice
Business Certificates	External	Passing Juice
RFPs & #038; Bid Opportunities	External	Passing Juice
Grow Your Business Here	External	Passing Juice
Dog Registration	External	Passing Juice
Main Street Banner Application	External	Passing Juice
One Day Liquor License	External	Passing Juice
Passports	External	Passing Juice
Motor Vehicle Abatement Form	External	Passing Juice
Snow Policy	External	Passing Juice
Submit Committee Interest Form	External	Passing Juice
Submit New Community Event	External	Passing Juice
Watch Live Meetings	External	Passing Juice
Watch Past Meetings	External	Passing Juice
My Property	External	Passing Juice
Birth Certificate	External	Passing Juice
Death Certificate	External	Passing Juice
Marriage License	External	Passing Juice
Pay Online	Internal	Passing Juice
Groton GIS	Internal	Passing Juice
Transfer Station	Internal	Passing Juice
The Groton Channel	External	Passing Juice
Watch Live Meetings	External	Passing Juice
Watch Past Meetings	External	Passing Juice
Meeting Minutes	External	Passing Juice
HERE	External	Passing Juice
https://www.sec.state.ma.us/divisions/elections/download/research-and-statistics/IFV_2024.pdf	External	Passing Juice

In-page links

Master Plan Story Map Flyer	External	Passing Juice
Community Forum Flyer 06-20-2024	External	Passing Juice
Community Forum Agenda 06-20-2024	External	Passing Juice
DRAFT Vision Statement & Goals 06-20-24	External	Passing Juice
Groton Engagement Plan	External	Passing Juice
Master Plan Timeline Overview V.5	External	Passing Juice
Master Plan Summary Handout	External	Passing Juice
Master Plan Inventory & Assessment Map Package	External	Passing Juice
Master Plan Inventory & Assessment Report	External	Passing Juice
https://www.grotonwater.org	External	Passing Juice
Information on PFAS/PFOS	External	Passing Juice
Hydraulic Analysis for Water Supply to the High School	External	Passing Juice
Risk Assessment to GDRSD Playing Fields	External	Passing Juice
Water Main Extension to GDRSD Presentation	External	Passing Juice
PFAS in Groton & the Commonwealth of Massachusetts	External	Passing Juice
Department of Environmentap Protection - Notice of Responsibility Interim Deadlines	External	Passing Juice
2023-10-23 PFAS Testing Results for the GDRHS - Groton & Dunstable	External	Passing Juice
Groton-Pepperell-Dunstable Regional Plan Figure	External	Passing Juice
Florence Roche Elementary School Project Updates	External	Passing Juice
Florence Roche Elementary School Building Project Information	External	Passing Juice
Vacancy on the Board of Trustees of the Groton Public Library	External	Passing Juice
Greater Worcester Comprehensive Climate Action Plan Community Survey	External	Passing Juice
State Health Officials Announce Fourth Human Case of EEE &#8211; MASS DEP	External	Passing Juice
Flu &#038; Covid Vaccine Clinic	External	Passing Juice
Destination Groton Committee Vacancy	External	Passing Juice

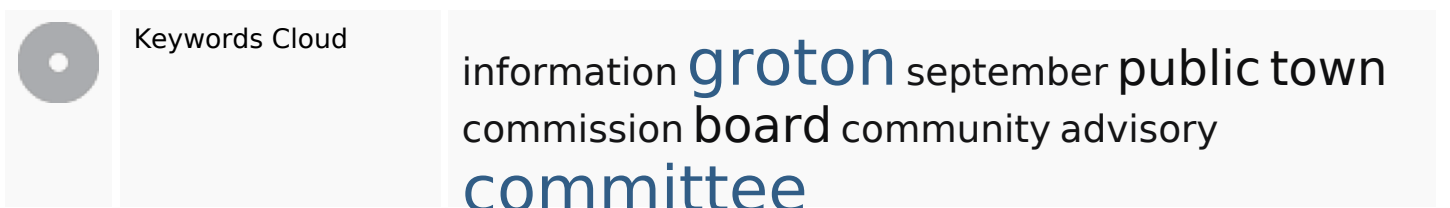
In-page links

2024 State Primary &#8211; OFFICIAL RESULTS	External	Passing Juice
Town of Groton &#8211; Public Auction	External	Passing Juice
PRESS RELEASE &#8211; Prescott House	External	Passing Juice
View more past announcements&#8230;	Internal	Passing Juice
Commission on Accessibility Meeting	External	Passing Juice
Community Preservation Committee Meeting	External	Passing Juice
Invasive Species Committee Meeting	External	Passing Juice
Commissioners of Trust Funds Meeting	External	Passing Juice
Conservation Commission Meeting	External	Passing Juice
Groton Sewer Commission Meeting	External	Passing Juice
Destination Groton Committee Meeting	External	Passing Juice
Community Teamwork Meeting	External	Passing Juice
Zoning Board of Appeals Meeting	External	Passing Juice
North Central Climate Change Coalition Meeting	External	Passing Juice
Nashoba Associated Boards of Health Meeting	External	Passing Juice
committee interest form here	Internal	Passing Juice
Silent Film &#8220;The Mark of Zorro&#8221; accompanied by organist Chris Elliott on the Mighty Wurlitzer! &#8211; Shanklin Music Hall	External	Passing Juice
Zack Frame performing on the Mighty Wurlitzer Theatre Pipe Organ! &#8211; Shanklin Music Hall	External	Passing Juice
Halloween Hoopla &#8211; Prescott Community Center	External	Passing Juice
Community Spelling Bee	External	Passing Juice
Dave Wickerham to perform on the Mighty Wurlitzer Theatre Pipe Organ! &#8211; Shanklin Music Hall	External	Passing Juice
Click Here	Internal	Passing Juice
approved_minutes_2024-09-09_id-15537.pdf	External	Passing Juice
approved_minutes_2023-10-26_id-14557.doc	External	Passing Juice
approved_minutes_2024-04-25_id-15145.doc	External	Passing Juice
approved_minutes_2023-12-07_id-14703....	External	Passing Juice

In-page links

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approved_minutes_2024-03-28_id-15065.doc	External	Passing Juice
approved_minutes_2024-06-27_id-15372.doc	External	Passing Juice
approved_minutes_2024-07-18_id-15430.doc	External	Passing Juice
approved_minutes_2024-05-23_id-15234.doc	External	Passing Juice
approved_minutes_2024-08-19_id-15481.pdf	External	Passing Juice
approved_minutes_2024-08-12_id-15459.pdf	External	Passing Juice
approved_minutes_2024-09-05_id-15536.pdf	External	Passing Juice
approved_minutes_2024-08-15_id-15476.pdf	External	Passing Juice
2019_Zoning_Map-Amendment.pdf	External	Passing Juice
approved_minutes_2024-08-29_id-15516.pdf	External	Passing Juice
approved_minutes_2024-07-15_id-15406.pdf	External	Passing Juice
63_Gratuity_Rd_Stormwater_Peer_Review...	External	Passing Juice
approved_minutes_2024-08-21_id-15499....	External	Passing Juice
approved_minutes_2024-08-14_id-15453....	External	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
committee	48	✘	✘	✘	✔
groton	41	✔	✘	✘	✔
town	24	✔	✘	✘	✔







Keywords Consistency

board	23	✘	✘	✘	✔
public	20	✘	✘	✘	✔



Usability

	Url	Domain : townofgroton.org Length : 16
	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	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">✔ Excellent, your website doesn't use nested tables.✘ Too bad, your website is using inline styles.✘ Too bad, your website has too many CSS files (more than 4).




Document

-  Too bad, your website has too many JS files (more than 6).
-  Too bad, your website does not take 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.grotonma.gov/>



Robots.txt

<http://townofgroton.org/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics