








Website review ci.ashby.ma.us

Generated on January 13 2025 13:46 PM





The score is 65/100







SEO Content

	Title	Ashby, Mass. – Town of Ashby Length : 34 Perfect, your title contains between 10 and 70 characters.												
	Description	Town of Ashby Length : 13 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	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>12</td><td>0</td><td>1</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] Ashby, Mass.• [H2] Code Red Reverse 911 is here• [H2] TOWN CLERK reduced open hours during the holidays this year• [H2] Request for Quote - Renovations at Grange Hall - Design services by 1PM on February 3, 2025• [H2] Board of Health Virtual (Online) Meeting - January 9, 2025 at 7:00PM• [H2] Office Hours with State Rep Margaret Scarsdale 2/6/2025 at 9:30 - 10:30AM• [H2] It's a brand new year — at the Library!• [H2] Planning Board Virtual (Online) Meeting - January 8, 2025 at 7PM• [H2] Happy New Year! Ring in the new year with the January Senior Scoop!• [H2] Selectboard In person and Online Meeting, January 7, 2025 at 6:00PM	H1	H2	H3	H4	H5	H6	1	12	0	1	0	0
H1	H2	H3	H4	H5	H6									
1	12	0	1	0	0									

SEO Content

		<ul style="list-style-type: none">• [H2] Conservation Commission Virtual (Online) Meeting, January 7, 2025 at 7:30PM ET• [H2] (Updated) Selectboard Meeting Schedule for 2025• [H2] Posts navigation• [H4] Quick Links
	Images	We found 10 images on this web page. Good, most or all of your images have alt attributes.
	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	Great, there are no Iframes detected on this page.

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 107 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 18.69% Internal Links 81.31%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Ashby, Mass.	Internal	Passing Juice

In-page links

Home	Internal	Passing Juice
Agriculture Commission	Internal	Passing Juice
Americans with Disability Act (ADA) Coordinator	Internal	Passing Juice
Ashby Charitable Funding Committee	Internal	Passing Juice
Blood Hill Management Committee	Internal	Passing Juice
Board of Assessors	Internal	Passing Juice
Board of Health	Internal	Passing Juice
Selectboard (previously Board of Selectmen)	Internal	Passing Juice
Building Inspector	Internal	Passing Juice
Cemetery Commission	Internal	Passing Juice
(Tax) Collector	Internal	Passing Juice
Conservation Commission	Internal	Passing Juice
Council on Aging	Internal	Passing Juice
Cultural Council	Internal	Passing Juice
Department of Emergency Management	Internal	Passing Juice
Energy Efficiency Committee	Internal	Passing Juice
Finance Committee	Internal	Passing Juice
Fire Department	External	Passing Juice
Highway Department	Internal	Passing Juice
Historical Commission	Internal	Passing Juice
Library	External	Passing Juice
Montachusett Regional Vocational Technical School	External	Passing Juice
North Central Charter Essential School	External	Passing Juice
North Middlesex Regional School District	External	Passing Juice
Open Space and Recreation Plan Committee	Internal	Passing Juice
Planning Board	Internal	Passing Juice
Plumbing and Gas Inspector	Internal	Passing Juice
Police Department	External	Passing Juice

In-page links

Public Safety Building Committee	Internal	Passing Juice
Ashby Recycle Center &#038; Transfer Station (ARCTS)	Internal	Passing Juice
Town Accountant	Internal	Passing Juice
Town Administrator	Internal	Passing Juice
Town Administrator Search Committee	Internal	Passing Juice
Town Clerk	Internal	Passing Juice
Town Treasurer	Internal	Passing Juice
Tree Warden	Internal	Passing Juice
Veteran's Agent	External	Passing Juice
Zoning Board of Appeals	Internal	Passing Juice
Local community groups	Internal	Passing Juice
Happenings in your local government	Internal	Passing Juice
Local community events	Internal	Passing Juice
For your information	Internal	Passing Juice
Jobs &#038; Volunteers	Internal	Passing Juice
Abutter's List	Internal	Passing Juice
Birth/Death/Marriage Certificate	External	Passing Juice
Dog/Kennel License	Internal	Passing Juice
Liquor License	Internal	Passing Juice
Senior Tax Workoff Program	External	Passing Juice
Local Public Schools	Internal	Passing Juice
Meeting Agendas and Minutes	Internal	Passing Juice
Open Meeting Law Complaints and Public Records Requests	Internal	Passing Juice
Property Record Cards / Assessor GIS	External	Passing Juice
Inspection Permits Fee Schedule	Internal	Passing Juice
Trash and Recycling Fee Schedule	Internal	Passing Juice
Town Bylaws	External	Passing Juice
Town Documents	Internal	Passing Juice

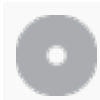
In-page links

Town Finances	Internal	Passing Juice
Town Meeting Calendar	External	Passing Juice
Town Meeting Warrants &#038; Results	Internal	Passing Juice
Town Plans and Reports	Internal	Passing Juice
Voter Registration	Internal	Passing Juice
Certificates, Licenses, Fire Department Permits, Taxes – Online	External	Passing Juice
Board of Selectmen and other Town Meetings	External	Passing Juice
Local Community Videos	Internal	Passing Juice
Upcoming Meetings	Internal	Passing Juice
TOWN CLERK reduced open hours during the holidays this year	Internal	Passing Juice
Collector	Internal	Passing Juice
Tax Collector	Internal	Passing Juice
Request for Quote &#8211; Renovations at Grange Hall &#8211; Design services by 1PM on February 3, 2025	Internal	Passing Juice
Request for Proposal	Internal	Passing Juice
RFP	Internal	Passing Juice
Board of Health Virtual (Online) Meeting &#8211; January 9, 2025 at 7:00PM	Internal	Passing Juice
Board of Health	Internal	Passing Juice
Office Hours with State Rep Margaret Scarsdale 2/6/2025 at 9:30 &#8211; 10:30AM	Internal	Passing Juice
Margaret Scarsdale	Internal	Passing Juice
Office Hours	Internal	Passing Juice
State Rep	Internal	Passing Juice
It&#8217;s a brand new year &#8212; at the Library!	Internal	Passing Juice
Ashby Free Public Library	Internal	Passing Juice
Ashby Public Library	Internal	Passing Juice
Library	Internal	Passing Juice
Planning Board Virtual (Online) Meeting &#8211; January 8.	Internal	Passing Juice

In-page links

2025 at 7PM		
Planning Board	Internal	Passing Juice
Happy New Year! Ring in the new year with the January Senior Scoop!	Internal	Passing Juice
council on aging	Internal	Passing Juice
Scoop	Internal	Passing Juice
Selectboard In person and Online Meeting, January 7, 2025 at 6:00PM	Internal	Passing Juice
Selectboard	Internal	Passing Juice
Conservation Commission Virtual (Online) Meeting, January 7, 2025 at 7:30PM ET	Internal	Passing Juice
Conservation Commission	Internal	Passing Juice
(Updated) Selectboard Meeting Schedule for 2025	Internal	Passing Juice
2	Internal	Passing Juice
9	Internal	Passing Juice
Office Hours & Contact Information	Internal	Passing Juice
Minutes & Agendas of Meetings	Internal	Passing Juice
Public Records Requests	Internal	Passing Juice
Ashby Fire Department	External	Passing Juice
Ashby Police Department	External	Passing Juice
Transfer Station Schedule	Internal	Passing Juice
Online Payments	External	Passing Juice
Office Hours and Locations	Internal	Passing Juice
Public Records Request	Internal	Passing Juice
Subscribe to Ashby, Mass by Email	External	Passing Juice
Weather	External	Passing Juice
Mystery Themes	External	Passing Juice

SEO Keywords



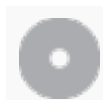
Keywords Cloud

learn town more **meeting** department online
tagged **ashby** **january** public

Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
meeting	17	✖	✖	✖	✔
january	14	✖	✖	✖	✔
ashby	13	✔	✖	✔	✔
town	10	✔	✖	✔	✔
department	5	✖	✖	✖	✖

Usability



Url

Domain : ci.ashby.ma.us
Length : 14



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.




Document

	W3C Validity	Errors : 0 Warnings : 44
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

Mobile

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

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div>https://ci.ashby.ma.us/sitemap.xml</div> <div>http://ci.ashby.ma.us/sitemap.xml</div>
	Robots.txt	<div>http://ci.ashby.ma.us/robots.txt</div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Missing</div> <div>We didn't detect an analytics tool installed on this website.</div> <div>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.</div>

Optimization