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|--|--|---|--|--|--|--|
| City of Cambridge  |  |   |  |  |  |  |
| <a href="http://www.cambridgema.gov">www.cambridgema.gov</a> |  |   |  |  |  |  |
| Site Audit   |  |   |  |  |  |  |
| Sarah McGee  |  |   |  |  |  |  |
| TCC6710  |  |   |  |  |  |  |
| Fall 2019  |  |   |  |  |  |  |
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|  |  |   |  |  |  |  |
| Color key:   | Jump to internal page not classified under this menu |   |  |  |  |  |
|  | redirect   |   |  |  |  |  |
|  | completely unclear what page is linked to            |   |  |  |  |  |
|  |  |   |  |  |  |  |
| Tools Used:  | Screaming Frog                                       | <a href="https://www.screamingfrog.co.uk/seo-spider/">https://www.screamingfrog.co.uk/seo-spider/</a>   |  |  |  |  |
|  | Google Sheets  |   |  |  |  |  |
|  | Leibtag Content Checklist                            | <a href="https://contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag_content_checklist.pdf">https://contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag_content_checklist.pdf</a> |  |  |  |  |
|  | Cambridge Open Data                                  | <a href="https://data.cambridgema.gov/analytics?start=-12m&amp;end=-1m">https://data.cambridgema.gov/analytics?start=-12m&amp;end=-1m</a>   |  |  |  |  |

| Quantitative Content Inventory |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  | Qualitative Assessment - Adapted from Leibtag Criteria                          |             |             |                   |               |              |                    |
|--------------------------------|-----------------------------------|---|---|----------------|------------------------|--------------------------|------------------|-------------------|-------------------|-------------------------------|--|---|-------------|-------------|-------------------|---------------|--------------|--------------------|
| Page Hierarchy                 | Title on Menu                     | H1  | URL   | Format         | Meta-keywords          | Meta-description         | Inlinks (Unique) | Outlinks (Unique) | External Outlinks | Last Modified                 | Notes  | Redirect URL (If Applicable)  | Findability | Readability | Understandability | Actionability | Shareability | Total Score (x/20) |
| <b>Services</b>                |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.0                            | Services                          | Services  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | services, cambridge    | List of services offered | 140              | 134               | 10                | Wed, 26 Jun 2019 11:44:48 GMT |  |   | 3           | 5           | 5                 | 4             | 1            | 18                 |
| 1.1                            | Affordable Housing                | Apply for Affordable Housing  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | housing affordable     | The Community Dev        | 138              | 141               | 15                | Thu, 14 Nov 2019 20:43:27 GMT |  |   | 4           | 4           | 5                 | 4             | 1            | 18                 |
| 1.2                            | Alert Network                     | Cambridge Alert Network   | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | alert, emergency, c    | The Cambridge Alert      | 138              | 128               | 19                | Mon, 03 Jun 2019 17:23:49 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| <b>B</b>                       |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.3                            | Birth Certificate                 | Order a Certified Copy of a Birth Certificate                                   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Certified copies, b    | Please note that only    | 138              | 124               | 13                | Fri, 31 May 2019 13:52:01 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.4                            | Boards and Commissions            | Boards and Commissions  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Boards and Comm        | The City of Cambridge    | 138              | 126               | 58                | Mon, 03 Jun 2019 16:15:42 GMT |  |   | 5           | 3           | 5                 | 4             | 1            | 18                 |
| 1.5                            | Building Permit                   | Building Permits  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | building, permits, c   | Anyone seeking to c      | 138              | 141               | 10                | Mon, 03 Jun 2019 17:23:49 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.6                            | Business Certificate              | Apply for a Business Certificate  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | A business certificate |                          | 138              | 123               | 10                | Mon, 03 Jun 2019 17:23:49 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| <b>C-D</b>                     |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.7                            | Community Garden Program          | Community Gardens   | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | public, gardens        | There are 14 active c    | 138              | 130               | 11                | Tue, 02 Jul 2019 21:10:31 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.8                            | Construction Project Information  |   |   | text/html      |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.9                            | Curbside Composting               | Curbside Composting   | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | compost, compost       | In 2009, the City set    | 138              | 137               | 12                | Wed, 30 Oct 2019 13:23:01 GMT |  |   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 1.10                           | Death Certificate                 | Order a Certified Copy of a Death Certificate                                   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Certified copies, de   | Please note that only    | 138              | 124               | 14                | Fri, 31 May 2019 13:50:16 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.11                           | Doing Business with the City      | Doing Business with the City  | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Our Vendor Registry    |                          | 138              | 124               | 14                | Fri, 31 May 2019 14:57:17 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.12                           | Dog License                       | Annual Dog License  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | dog, license, rabies   | State law requires th    | 138              | 126               | 11                | Mon, 03 Jun 2019 17:23:50 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| <b>E-L</b>                     |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.13                           | Immigrant & Immigration Resources | Immigration Concerns Resource Page  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Immigration Conce      | The City of Cambridge    | 138              | 130               | 66                | Wed, 02 Oct 2019 20:43:37 GMT | Why is this listed before Electrical? Not alphabetical |   | 5           | 3           | 4                 | 4             | 1            | 17                 |
| 1.14                           | Electrical Permit                 | Electrical Permits  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | electrical, permit, c  | An electrical permit is  | 138              | 126               | 11                | Mon, 03 Jun 2019 17:23:50 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| <b>M-P</b>                     |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.15                           | Marriage License                  | Apply for a Marriage License  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Marriage License, T    | To apply for a marria    | 138              | 122               | 12                | Mon, 03 Jun 2019 17:23:50 GMT |  |   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 1.16                           | Moving Van/Pods                   | Street Occupancy Permits  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Cambridge, Street      | Street Occupancy pe      | 138              | 129               | 10                | Mon, 03 Jun 2019 21:22:25 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.17                           | One Day Licenses                  | One-Day Licenses  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | entertainment, licen   | One Day Entertainme      | 138              | 126               | 10                | Mon, 03 Jun 2019 20:19:03 GMT |  |   | 5           | 4           | 6                 | 4             | 1            | 20                 |
| 1.18                           | Parking Ticket Information        | REDIRECT  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      |                        |                          |                  |                   |                   | Thu, 10 May 2018 18:43:50 GMT | Redirect!  | <a href="https://www.cambridgema.gov/bs">https://www.cambridgema.gov/bs</a>     | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 1.19                           | Plumbing Permit                   | Plumbing Permit   | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Plumbing, permit, u    | A plumbing permit is     | 138              | 125               | 11                | Mon, 03 Jun 2019 20:27:58 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.20                           | Purchasing Bid List               | REDIRECT  | <a href="https://www.cambridgema.gov/Departm">https://www.cambridgema.gov/Departm</a>       | text/html      |                        |                          |                  |                   |                   | Tue, 23 Aug 2016 16:50:42 GMT | Redirect!  | <a href="http://www2.cambridgema.gov/bs">http://www2.cambridgema.gov/bs</a>     | 3           | 5           | 4                 | 3             | 1            | 13                 |
| <b>Q-Z</b>                     |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.21                           | Report Issue Online               | Commonwealth Connect  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Commonwealth Co        | Commonwealth Con         | 140              | 122               | 10                | Tue, 18 Jun 2019 19:42:33 GMT |  |   | 5           | 5           | 4                 | 4             | 1            | 19                 |
| 1.22                           | Retirement System                 | REDIRECT  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect. Super  | <a href="http://www.cambridgeiretirement">http://www.cambridgeiretirement</a>   | 4           | 3           | 5                 | 3             | 1            | 16                 |
| 1.23                           | Special Event                     | Planning an Event in the City   | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Cambridge, Specia      | Permits are required     | 138              | 125               | 12                | Tue, 20 Aug 2019 15:07:52 GMT |  |   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 1.24                           | Towed Vehicle Lookup              | REDIRECT  | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      |                        |                          |                  |                   |                   | Thu, 10 May 2018 18:54:47 GMT | Redirect to emer                                       | <a href="https://www.cambridgema.gov/D">https://www.cambridgema.gov/D</a>       | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 1.25                           | Trash/Recycling                   | REDIRECT  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect to inter                                      | <a href="https://www.cambridgema.gov/D">https://www.cambridgema.gov/D</a>       | 3           | 5           | 5                 | 4             | 1            | 18                 |
| 1.26                           | Visitor Parking Permit            | Apply for a Resident Parking Permit   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | resident, parking, p   | Parking permits allow    | 138              | 126               | 11                | Thu, 07 Nov 2019 14:49:16 GMT | This page is actually 90% regarding Resident, not      |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.27                           | Winter Warming Center             | Winter Warming Center   | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      | Warming Center, H      | The Warming Center       | 138              | 121               | 10                | Mon, 03 Jun 2019 17:33:36 GMT |  |   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| <b>Commonly Requested</b>      |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 1.28                           | Board of Zoning Appeal            | REDIRECT (Old page)   |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect to very                                       | <a href="http://cambridgema.izm2.com/Cit">http://cambridgema.izm2.com/Cit</a>   | 4           | 4           | 3                 | 2             | 1            | 14                 |
| 1.29                           | City Council                      | REDIRECT (Departments)  | <a href="https://www.cambridgema.gov/Departm">https://www.cambridgema.gov/Departm</a>       | text/html      | council, charter, law  | The City Council, the    | 138              | 137               | 16                | Thu, 04 Apr 2019 12:51:15 GMT | Redirect to inter                                      | <a href="https://www.cambridgema.gov/D">https://www.cambridgema.gov/D</a>       | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.30                           | Historical Commission             | REDIRECT (Departments)  | <a href="https://www.cambridgema.gov/Departm">https://www.cambridgema.gov/Departm</a>       | text/html      | historic, history, pre | The Cambridge Hist       | 138              | 156               | 10                | Wed, 04 Apr 2018 19:33:58 GMT | Redirect to inter                                      | <a href="https://www.cambridgema.gov/D">https://www.cambridgema.gov/D</a>       | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 1.31                           | License Commission                | REDIRECT (Departments)  | <a href="https://www.cambridgema.gov/Departm">https://www.cambridgema.gov/Departm</a>       | text/html      | license commission     | The Cambridge Licen      | 138              | 155               | 24                | Mon, 21 Oct 2019 17:55:27 GMT | Redirect to internal                                   | Departments menu  | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 1.32                           | Planning Board                    | REDIRECT (internal website)   | <a href="https://www.cambridgema.gov/CDD/zon">https://www.cambridgema.gov/CDD/zon</a>       | text/html      | Planning Board, Ca     | The Cambridge Plan       | 174              | 144               | 4                 | Tue, 16 Jul 2019 21:55:36 GMT | Redirect to inter                                      | <a href="https://www.cambridgema.gov/C">https://www.cambridgema.gov/C</a>       | 5           | 5           | 5                 | 4             | 1            | 20                 |
| <b>I Want To</b>               |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 2.0                            | I Want To                         | I Want To   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | not indexable          |                          | 140              | 132               | 10                | Wed, 26 Jun 2019 02:23:50 GMT |  |   | 3           | 5           | 5                 | 4             | 1            | 18                 |
| <b>Apply For...</b>            |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 2.1                            | Affordable Housing                | REDIRECT (Old page)   |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect to old p                                      | <a href="https://www.cambridgema.gov/C">https://www.cambridgema.gov/C</a>       | 4           | 4           | 5                 | 4             | 1            | 18                 |
| 2.1.1                          | Board or Commission               | Apply for a Board or Commission   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Boards and Comm        | The City of Cambridge    | 138              | 122               | 58                | Mon, 18 Nov 2019 16:48:05 GMT |  |   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 2.1.2                          | Building Permit                   | Apply for a Building Permit   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | building, permit, co   | Building permits are     | 138              | 140               | 13                | Thu, 30 May 2019 20:27:33 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.1.3                          | Dog License                       | Apply for/Renew a Dog License   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | dog license, apply     | Cambridge residents      | 138              | 124               | 11                | Thu, 30 May 2019 18:25:25 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.1.4                          | Electrical Permit                 | REDIRECT (to Viewpoint Login portal)  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect to login                                      | <a href="https://cambridgema.viewpointcx">https://cambridgema.viewpointcx</a>   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.1.5                          | Job with the City                 | Apply for a Job with the City   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | apply, job, position   | We are building a wo     | 140              | 123               | 12                | Thu, 29 Aug 2019 14:36:53 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.1.6                          | Moving Van Permit                 | Apply for a Moving Van Permit   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | moving, van, sign, u   | A moving van permit      | 138              | 123               | 11                | Mon, 26 Aug 2019 23:04:17 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.1.7                          | Plumbing Permit                   | REDIRECT (to Viewpoint Login portal)  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect to login                                      | <a href="https://cambridgema.viewpointcx">https://cambridgema.viewpointcx</a>   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.1.8                          | Resident/Visitor Parking Permit   | Apply for a Resident Parking Permit   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | resident, parking, p   | Parking permits allow    | 138              | 126               | 11                | Thu, 07 Nov 2019 14:49:16 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| <b>View...</b>                 |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 2.2                            | Calendar Listings                 | City Calendar   | <a href="https://www.cambridgema.gov/citycalen">https://www.cambridgema.gov/citycalen</a>   | text/html      | events, calendar       | Calendar of events f     | 140              | 162               | 10                | Wed, 24 Jul 2019 11:56:04 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.2.1                          | City Council Meeting Details      | REDIRECT (to Open Meetings Portal)  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect   | <a href="http://cambridgema.izm2.com/Cit">http://cambridgema.izm2.com/Cit</a>   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 2.2.2                          | City News                         | <a href="https://www.cambridgema.gov/news">https://www.cambridgema.gov/news</a> | text/html   | cambridge news | Cambridge City New     |                          | 140              | 134               | 10                | Mon, 10 Jul 2017 18:51:02 GMT |  |   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 2.2.3                          | Library Hours & Locations         | REDIRECT (to Library page)  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect   | <a href="https://www.cambridgema.gov/c">https://www.cambridgema.gov/c</a>       | 4           | 4           | 5                 | 4             | 1            | 18                 |
| 2.2.4                          | Open Data                         | REDIRECT (to Internal page)   | <a href="https://www.cambridgema.gov/Departm">https://www.cambridgema.gov/Departm</a>       | text/html      |                        |                          |                  |                   |                   |                               | Redirect   | <a href="https://library.municode.com/maj">https://library.municode.com/maj</a> | 4           | 5           | 5                 | 4             | 1            | 19                 |
| 2.2.5                          | Ordinances                        | REDIRECT (to Code of Ordinances)  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect   | <a href="https://www.cambridgema.gov/bs">https://www.cambridgema.gov/bs</a>     | 5           | 4           | 3                 | 4             | 1            | 16                 |
| 2.2.6                          | Parking Garage Information        | REDIRECT (to Old page)  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect   | <a href="https://www.cambridgema.gov/bs">https://www.cambridgema.gov/bs</a>     | 5           | 4           | 4                 | 4             | 1            | 18                 |
| 2.2.7                          | Parking Meter Information         | REDIRECT (to Old page)  |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect   | <a href="https://www.cambridgema.gov/bs">https://www.cambridgema.gov/bs</a>     | 5           | 3           | 4                 | 4             | 1            | 17                 |
| 2.2.8                          | Street Cleaning Information       | Street Cleaning   | <a href="https://www.cambridgema.gov/Services">https://www.cambridgema.gov/Services</a>     | text/html      |                        |                          |                  |                   |                   |                               |  |   | 5           | 3           | 3                 | 4             | 1            | 16                 |
| <b>Sign Up For...</b>          |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 2.3                            | Emergency Alerts                  | Sign up for CodeRed   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | sign up codedred, E    | CodeRED is an emer       | 148              | 124               | 12                | Fri, 31 May 2019 13:10:45 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.3.1                          | Recycling and Trash Notifications | Subscription Center   | <a href="https://www.cambridgema.gov/subscribe">https://www.cambridgema.gov/subscribe</a>   | text/html      |                        |                          |                  |                   |                   |                               |  |   | 5           | 3           | 5                 | 4             | 1            | 18                 |
| 2.3.2                          | Street Cleaning Alerts            | Subscription Center   | <a href="https://www.cambridgema.gov/subscribe">https://www.cambridgema.gov/subscribe</a>   | text/html      |                        |                          |                  |                   |                   |                               |  |   | 5           | 3           | 5                 | 4             | 1            | 18                 |
| 2.3.3                          | Weekly Email from City            | Sign up for Weekly Email Newsletter   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Eline, Email Digest    | Cambridge E-Line is      | 138              | 122               | 11                | Thu, 30 May 2019 20:50:45 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| <b>Order...</b>                |                                   |   |   |                |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 2.4                            | Birth Certificate                 | Order a Certified Copy of a Birth Certificate                                   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Certified copies, b    | Please note that only    | 138              | 124               | 13                | Fri, 31 May 2019 13:52:01 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.4.1                          | Death Certificate                 | Order a Certified Copy of a Death Certificate                                   | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Certified copies, de   | Please note that only    | 138              | 124               | 14                | Fri, 31 May 2019 13:50:16 GMT |  |   | 5           | 5           | 5                 | 4             | 1            | 20                 |
| 2.4.2                          | Marriage Certificate              | Order a Certified Copy of a Marriage Certificate                                | <a href="https://www.cambridgema.gov/wantto/">https://www.cambridgema.gov/wantto/</a>       | text/html      | Certified copies, m    | Please note that only    | 138              | 124               | 14                | Fri, 31 May 2019 13:48:05 GMT |  |   | 5           | 4           | 5                 | 4             | 1            | 19                 |
| 2.4.3                          | Municipal Lien Certificate        | REDIRECT (to Invoice Cloud)   |   | text/html      |                        |                          |                  |                   |                   |                               | Redirect   | <a href="https://www3.invoicecloud.com/bs">https://www3.invoicecloud.com/bs</a> | 4           | 2           | 3                 | 4             | 1            | 14                 |
| 2.4.4                          | Look Up...                        |   |   | text/html      |                        |                          |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |
| 2.5                            | City Directory                    | City Directory  | <a href="https://www.cambridgema.gov/citydirect">https://www.cambridgema.gov/citydirect</a> | text/html      | city directory, conta  | This page displays a     |                  |                   |                   |                               |  |   |             |             |                   |               |              |                    |

| Quantitative Content Inventory |                           |                                  |   |           |                       |                       |                  |                   |                   |                               |          | Qualitative Assessment - Adapted from Leibtag Criteria                    |             |             |                   |               |              |                    |  |
|--------------------------------|---------------------------|----------------------------------|---|-----------|-----------------------|-----------------------|------------------|-------------------|-------------------|-------------------------------|----------|---|-------------|-------------|-------------------|---------------|--------------|--------------------|--|
| Page Hierarchy                 | Title on Menu             | H1                               | URL   | Format    | Meta-keywords         | Meta-description      | Inlinks (Unique) | Outlinks (Unique) | External Outlinks | Last Modified                 | Notes    | Redirect URL (If Applicable)  | Findability | Readability | Understandability | Actionability | Shareability | Total Score (x/20) |  |
| 2.6                            | Contact...                |                                  |   |           |                       |                       |                  |                   |                   |                               |          |   |             |             |                   |               |              |                    |  |
| 2.6.1                          | City Council              | City Council                     | <a href="https://www.cambridgema.gov/Departments/City-Council/">https://www.cambridgema.gov/Departments/City-Council/</a>                           | text/html | council, charter, law | The City Council, the | 138              | 137               | 16                | Thu, 04 Apr 2019 12:51:15 GMT |          |   | 5           | 5           | 5                 | 4             | 1            | 20                 |  |
| 2.6.2                          | City Manager              | City Manager's Office            | <a href="https://www.cambridgema.gov/Departments/City-Manager/">https://www.cambridgema.gov/Departments/City-Manager/</a>                           | text/html | manager, leadership   | The City Manager is   | 140              | 163               | 18                | Tue, 15 Oct 2019 17:57:11 GMT |          |   | 5           | 4           | 5                 | 4             | 1            | 19                 |  |
| 2.6.3                          | Mayor                     | Mayor's Office                   | <a href="https://www.cambridgema.gov/Departments/Mayor/">https://www.cambridgema.gov/Departments/Mayor/</a>   | text/html | mayor, leadership     | The Mayor serves as   | 138              | 144               | 17                | Mon, 12 Aug 2019 14:00:47 GMT |          |   | 5           | 4           | 5                 | 4             | 1            | 19                 |  |
| 2.6.4                          | Public Information Office | Public Information Office        | <a href="https://www.cambridgema.gov/Departments/Public-Information-Office/">https://www.cambridgema.gov/Departments/Public-Information-Office/</a> | text/html | Public Information    | The Public Informati  | 138              | 122               | 13                | Wed, 03 Jan 2018 02:01:48 GMT |          |   | 5           | 5           | 5                 | 4             | 1            | 20                 |  |
| 2.7                            | Submit...                 |                                  |   |           |                       |                       |                  |                   |                   |                               |          |   |             |             |                   |               |              |                    |  |
| 2.7.1                          | Anonymous Crime Tip       | Submit an Anonymous Crime Tip    | <a href="https://www.cambridgema.gov/wantto/s">https://www.cambridgema.gov/wantto/s</a>   | text/html | submit, anonymous     | The public can subm   | 138              | 121               | 10                | Thu, 30 May 2019 20:42:30 GMT |          |   | 5           | 4           | 5                 | 4             | 1            | 19                 |  |
| 2.7.2                          | Certified Payroll Report  | Submit Certified Payroll Reports | <a href="https://www.cambridgema.gov/wantto/s">https://www.cambridgema.gov/wantto/s</a>   | text/html | Submit Certified Pa   | In accordance with M  | 138              | 124               | 11                | Thu, 30 May 2019 20:35:38 GMT |          |   | 5           | 4           | 5                 | 4             | 1            | 19                 |  |
| 2.7.3                          | Service Request           | Commonwealth Connect             | <a href="https://www.cambridgema.gov/Commonwealth-Connect/">https://www.cambridgema.gov/Commonwealth-Connect/</a>                                   | text/html |                       |                       |                  |                   |                   |                               |          |   | 5           | 4           | 5                 | 4             | 1            | 19                 |  |
| 2.8                            | Request                   |                                  |   |           |                       |                       |                  |                   |                   |                               |          |   |             |             |                   |               |              |                    |  |
| 2.8.1                          | Museum Pass               | REDIRECT (to Library site)       |   | text/html |                       |                       |                  |                   |                   |                               | Redirect | <a href="https://www.cambridgema.gov/c">https://www.cambridgema.gov/c</a> | 5           | 4           | 5                 | 4             | 1            | 19                 |  |
| 2.8.2                          | Public Records            | Submit a Public Records Request  | <a href="https://www.cambridgema.gov/wantto/s">https://www.cambridgema.gov/wantto/s</a>   | text/html | Public Records Req    | Under Massachusett    | 140              | 126               | 10                | Thu, 30 May 2019 20:41:35 GMT |          |   | 5           | 5           | 5                 | 4             | 1            | 20                 |  |

### Qualitative Content Assessment Criteria and Scale

Adapted from Leibtag's Content Criteria Guidelines

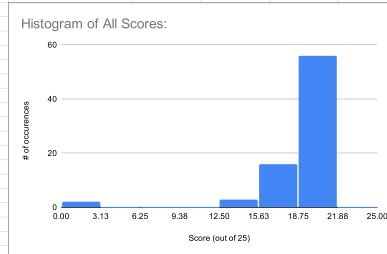
source: [https://contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag\\_content\\_checklist.pdf](https://contentmarketinginstitute.com/wp-content/uploads/2011/04/leibtag_content_checklist.pdf)

| Attribute                |             | Ideal Criteria  |
|--------------------------|-------------|---|
| <b>Findability</b>       | 1 barely    | Ideal: H1 tag, metadata: title, description, keywords, links to related content, alt tags for images                  |
|                          | 2 minimal   |   |
|                          | 3 adequate  |   |
|                          | 4 good      |   |
|                          | 5 excellent |   |
| <b>Readability</b>       | 1 barely    | Ideal: inverted pyramid writing style, chunking, bullets, numbered lists, following style guide                       |
|                          | 2 minimal   |   |
|                          | 3 adequate  |   |
|                          | 4 good      |   |
|                          | 5 excellent |   |
| <b>Understandability</b> | 1 barely    | Appropriate content type, context, respect for audience's reading level   |
|                          | 2 minimal   |   |
|                          | 3 adequate  |   |
|                          | 4 good      |   |
|                          | 5 excellent |   |
| <b>Actionability</b>     | 1 barely    | Call to action, place to comment, invitation to share, links to related content, direct summary of what to do         |
|                          | 2 minimal   |   |
|                          | 3 adequate  |   |
|                          | 4 good      |   |
|                          | 5 excellent |   |
| <b>Shareability</b>      | 1 barely    | provoke emotional response, reason to share, ask to share, easy to share, personalization (adding hashtags to tweets) |
|                          | 2 minimal   |   |
|                          | 3 adequate  |   |
|                          | 4 good      |   |
|                          | 5 excellent |   |

Numerical Analysis of Qualitative Assessment Data

All Scores:

|                         |             |
|-------------------------|-------------|
| Mean:                   | 18.42307692 |
| Median:                 | 19          |
| Mode:                   | 20          |
| Highest Possible Score: | 25          |
| Total Data Points:      | 78          |



**Takeaways**

• **Methods**

- I first used Screaming Frog to crawl the site, and extracted the quantitative data from there. For the qualitative assessment, I adapted my own rating scale from the Leibtag criteria. I manually scored each page using this criteria, then compiled a numerical analysis of the resulting data using Google Sheets.

• **Overall Observations**

- Sometimes, once you are within a menu section, the nav bar then changes to be specific to that section. This is confusing to the user because they may lose their place in the site.
  - Ex. For Curbside Composting under Services, the menu nav becomes specific to the Department of Public Works.
- There is a lot of redundant content and redundant internal linking, cross-listing
  - Ex. Dog License, Electrical Permit, Plumbing Permit, Visitor Parking Permit & Resident/Visitor Parking Permit, Towed Vehicle
  - "I Want To...Sign up for" could all be consolidated into one menu option, as all links go to the same Alert Network Page
- "Provide Feedback" tab is available on right hand side of any page, very good for getting user feedback
- Under "I Want To" > War Memorial Schedule, the page you are brought to is some sort of ancient sports/activities page.

• **Findability**

- Alt text for some images is unspecific.
  - Ex. On "Apply for Affordable Housing" page, the alt text is simply "Hero Photo". The banner photo on this page is of two triple-decker houses. On plumbing page, the alt text is "toilet" - misspelling.
  - Positive example: On "Alert Network" page, the alt text for the Alert Network logo is "Cambridge Alert Network Logo".
- For Services page, can only find it by clicking "view all services" from the dropdown menu. You should be able to click the "Services" menu title and be brought to that page. The same applies for the "I Want To" page.
- Community garden page provides an interactive map showing you where all the gardens are, this is an excellent addition.

• **Readability**

- Spacing of chunked content is not always even.
- On Construction Projects page, the filter button is way above the list of projects that is down below, and looks like it is floating on its own. The list of projects could be reformatted to make it more obvious that it is filterable.
- On Services menu, section "E-L", Immigration is listed before Electrical Permit. The whole menu is in alphabetical order, with the exception of this small section. This is inconsistent.
- Some pages are overly text-heavy
  - Ex. City Council
- Department sites embedded in the City site.
  - Ex. Traffic, Parking & Transportation when you click on "Parking Tickets"
  - Ex. Cambridge Retirement System
  - Ex. CDD - Community Development Department
  - Ex. Library
- Sporadic pages bring users to a much older version of the City site.
  - Ex. Purchasing Bid List
  - Ex. Board of Zoning Appeal
  - Ex. City Council Meetings & Details
- Sometimes you are brought to a portal without warning or context. Page style changes and there are no descriptions.
  - Ex. Municipal Lien Certificate
- Organization of street cleaning calendar is very strange and hard to read.
  - However, under "I Want To" the street cleaning link brings you directly to a pdf that is organized better.

• **Actionability**

- Not a single page offers a place for users to comment. As a result, all pages were docked a point in the actionability category.

• **Shareability**

- There isn't even a simple "share to Facebook" button anywhere. The three social media icons for City of Cambridge (Twitter, Facebook, YouTube) are in the footer, but those links bring the user to the City's page on each social network. There is no option anywhere for sharing a page of the City's site to a user's personal social media. For this reason, I gave every page a shareability score of 1.

