

OVERVIEW // SEO AUDIT + STRATEGY

The SEO Audit we've performed for ABC Company evaluated the most important factors that impact your search engine optimization performance.

In the evaluation process we determined which issues would be most important for your consideration as it relates to a prioritized action plan.

In this report we only present the issues we believe will likely bring the most efficient results moving forward. The report is organized by the sections we believe have the most impact on your SEO results.

At the end of the report you'll find our prioritized action plan and strategy to improve the SEO marketing efforts for ABC Company.

WHAT'S INCLUDED IN THIS AUDIT?

// COMPETITOR RESEARCH

- Competitors' best keywords and SEO strategies.

// INDEXING

- How your site is being read by Google.

// ACCESSIBILITY

- How easily your site is being accessed by users.

// SITE ARCHITECTURE AND DESIGN

- An evaluation of your user experience and behaviors.

// LINK ANALYSIS

- How your site is linked internally and on the internet.

// KEYWORD ANALYSIS

- How you appear in organic search rankings.

// ON PAGE OPTIMIZATION

- What to change to improve your search performance.

// CONTENT EVALUATION

- What your content is doing to help you drive business.

// BUSINESS STRATEGY + ONLINE BRANDING

- Areas of opportunity to grow online.



YOUR COMPETITION:

competitor1.com

Competitor1 - #1 organic search result for "your ultimate keyword phrase"



Screenshot

YOUR COMPETITION:

competitor1.com

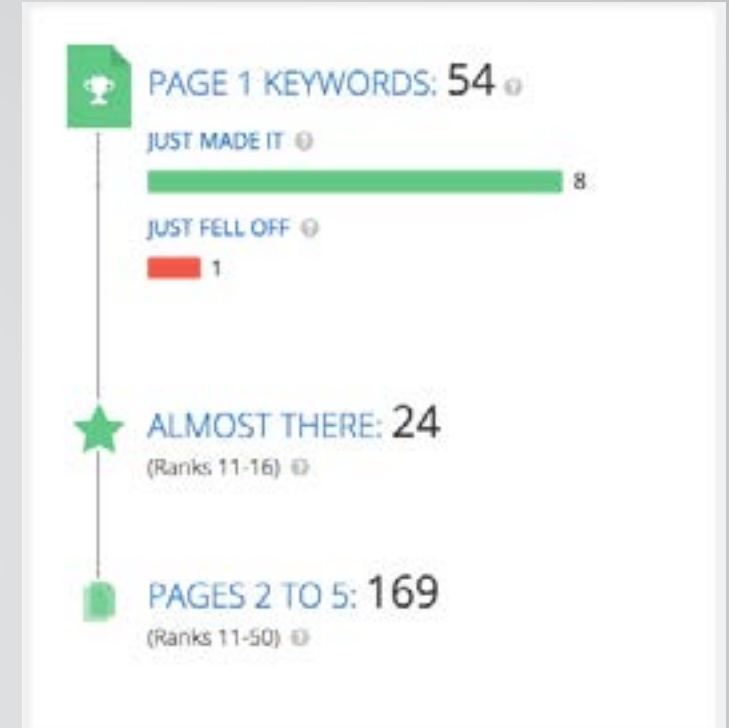
» KEY STATS

- : # of organic keywords: 218
- : # of estimated monthly SEO Clicks: 3,600
- : Estimated value of SEO clicks: \$1,600
- : # of Page 1 keywords: 54
- : # of keywords between 11-16 postions: 24
- : # of keywords between Pages 2 - 5: 169
- : # of inbound links: 971
- : # of root domains: 38
- : Domain Authority: 31
- : Home Page Authority: 42

» TOP 10 ORGANIC KEYWORDS

- : drg - #2 - \$522 / est. click value per month
- : nonprofit executive search - #1 - \$96 / est. click value per month
- : non profit executive search - #1 - \$68 / est. click value per month
- : executive search firms - #38 - \$50 / est. click value per month
- : executive search nonprofit - #1 - \$34 / est. click value per month
- : nonprofit search firms - #1 - \$20 / est. click value per month
- : non profit search firms - #1 - \$18 / est. click value per month
- : non profit executive recruiters - #1 - \$18 / est. click value per month
- : executive search non profit - #1 - \$17 / est. click value per month
- : non profit executive search firms - #1 - \$17 / est. click value per month

* See Excel spreadsheet for full list of keywords



YOUR COMPETITION:

competitor2.com

Competitor2 - #1 organic search result for "other desirable keyword"



Screenshot

YOUR COMPETITION:

competitor2.com

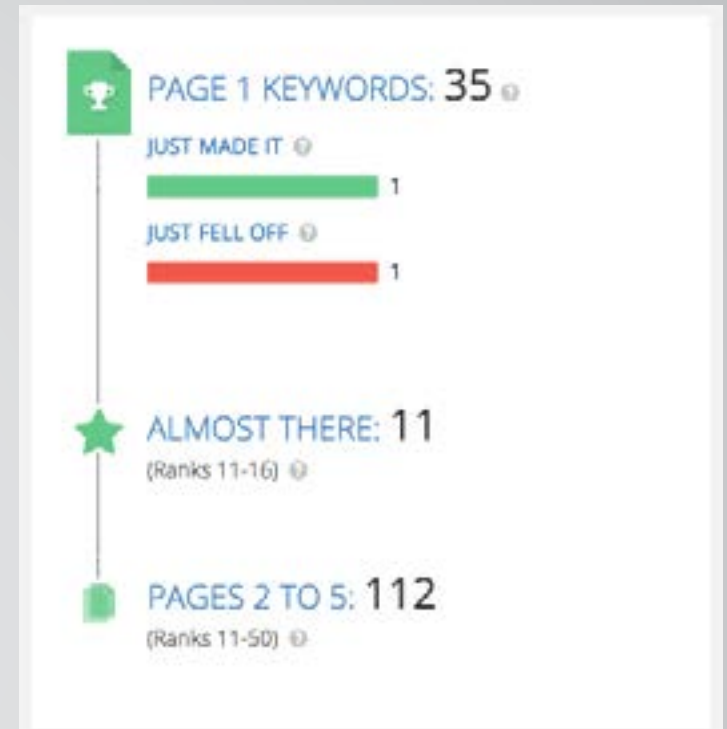
» KEY STATS

- : # of organic keywords: 165
- : # of estimated monthly SEO Clicks: 636
- : Estimated value of SEO clicks: \$1,500
- : # of Page 1 keywords: 35
- : # of keywords between 11-16 positions: 11
- : # of keywords between Pages 2 - 5: 112
- : # of inbound links: 614
- : # of root domains: 45
- : Domain Authority: 32
- : Home Page Authority: 43

» TOP 10 ORGANIC KEYWORDS

- : competitor2 - #1 - \$388 / est. click value per month
- : latin school chicago - #38 - \$72 / est. click value per month
- : campbell - #48 - \$53 / est. click value per month
- : nonprofit executive search - #2 - \$49 / est. click value per month
- : giving usa - #34 - \$40 / est. click value per month
- : non profit executive search - #2 - \$35 / est. click value per month
- : non profit consulting firms - #16 - \$34 / est. click value per month
- : company search - #15 - \$25 / est. click value per month
- : non profit fundraising companies - #1 - \$23 / est. click value per month
- : fundraising consultants - #6 - \$19 / est. click value per month

* See Excel spreadsheet for full list of keywords



YOUR COMPETITION:

competitor3.org

Competitor3 - #1 result for "another desirable keyword"



Screenshot

YOUR COMPETITION:

competitor3.org

» KEY STATS

- : # of organic keywords: 699
- : # of estimated monthly SEO Clicks: 3,200
- : Estimated value of SEO clicks: \$2,800
- : # of Page 1 keywords: 136
- : # of keywords between 11-16 positions: 81
- : # of keywords between Pages 2 - 5: 526
- : # of inbound links: 903
- : # of root domains: 129
- : Domain Authority: 40
- : Home Page Authority: 50

» TOP 10 ORGANIC KEYWORDS

- : onboarding best practices - #1 - \$654 / est. click value per month
- : on boarding - #15 - \$481 / est. click value per month
- : employee onboarding - #9 - \$159 / est. click value per month
- : nonprofit salaries - #1 - \$100 / est. click value per month
- : mba nonprofit - #10 - \$76 / est. click value per month
- : common good - #7 - \$59 / est. click value per month
- : non profit search firms - #1 - \$18 / est. click value per month
- : non profit organization salaries - #2 - \$58 / est. click value per month
- : nonprofit recruiters - #1 - \$28 / est. click value per month
- : non profit careers - #21 - \$25 / est. click value per month

* See Excel spreadsheet for full list of keywords



YOUR COMPETITION:

competitor4.com

Competitor4 - only competitor in top 10 for organic and paid search for "keyword phrase"



Screenshot

YOUR COMPETITION:

competitor4.com

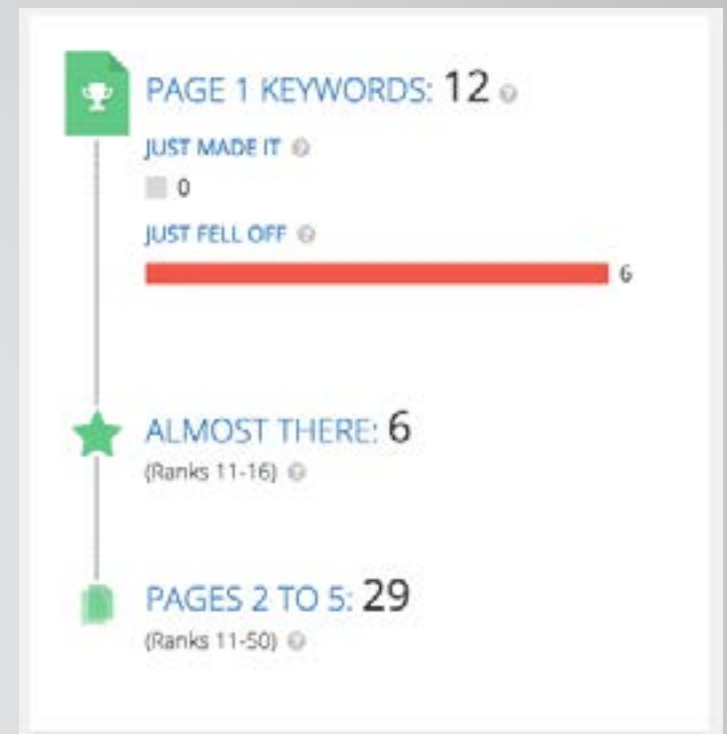
» KEY STATS

- : # of organic keywords: 32
- : # of estimated monthly SEO Clicks: 33
- : Estimated value of SEO clicks: \$95
- : # of Page 1 keywords: 12
- : # of keywords between 11-16 positions: 6
- : # of keywords between Pages 2 - 5: 29
- : # of inbound links: 96
- : # of root domains: 10
- : Domain Authority: 21
- : Home Page Authority: 34

» TOP 10 ORGANIC KEYWORDS

- : executive search firms - #50 - \$38 / est. click value per month
- : nonprofit executive search - #7 - \$14 / est. click value per month
- : non profit executive search - #10 - \$7 / est. click value per month
- : nonprofit search - #27 - \$4 / est. click value per month
- : executive search nonprofit - #10 - \$4 / est. click value per month
- : non profit executive search firms - #5 - \$4 / est. click value per month
- : non profit search firms - #8 - \$3 / est. click value per month
- : executive search non profit - #8 - \$3 / est. click value per month
- : non profit executive recruiters - #10 - \$2 / est. click value per month
- : nonprofit search firms - #12 - \$2 / est. click value per month

* See Excel spreadsheet for full list of keywords



YOUR COMPETITION:

competitor5.com

Competitor5 - #5 result for "target keyword"



Screenshot

YOUR COMPETITION:

competitor5.com

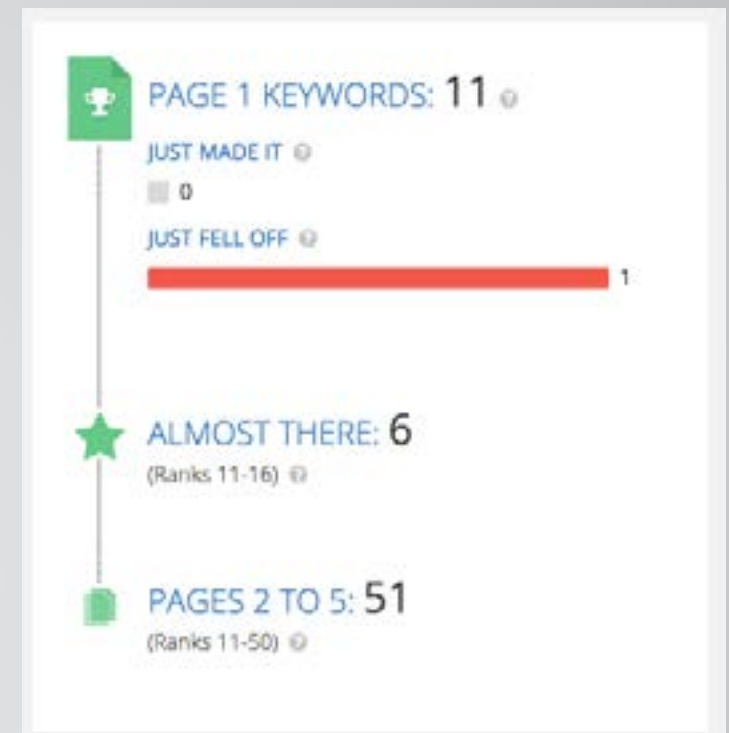
» KEY STATS

- : # of organic keywords: 51
- : # of estimated monthly SEO Clicks: 400
- : Estimated value of SEO clicks: \$736
- : # of Page 1 keywords: 11
- : # of keywords between 11-16 postions: 6
- : # of keywords between Pages 2 - 5: 51
- : # of inbound links: 35
- : # of root domains: 14
- : Domain Authority: 20
- : Home Page Authority: 33

» TOP 10 ORGANIC KEYWORDS

- : nonprofit executive search - #5 - \$20 / est. click value per month
- : non profit executive search - #5 - \$14 / est. click value per month
- : foundation for child development - #16 - \$52 / est. click value per month
- : helmsley charitable trust - #12 - \$58 / est. click value per month
- : phillips oppenheim - #1 - \$10 / est. click value per month
- : executive search nonprofit - #5 - \$7 / est. click value per month
- : arthouse austin - #32 - \$6 / est. click value per month
- : non profit managment - #20 - \$4 / est. click value per month
- : non profit executive search firms - #13 - \$2 / est. click value per month
- : non profit recruiter - #7 - \$2 / est. click value per month

* See Excel spreadsheet for full list of keywords



YOU:

abccompany.com

TOP LANDING PAGE FOR ABC Company:



Screenshot

YOU:

abccompany.com

» KEY STATS

- : # of organic keywords: 592
- : # of estimated monthly SEO Clicks: 3,400
- : Estimated value of SEO clicks: \$3,900
- : # of Page 1 keywords: 122
- : # of keywords between 11-16 positions: 85
- : # of keywords between Pages 2 - 5: 383
- : # of inbound links: 154
- : # of root domains: 25
- : Domain Authority: 23
- : Home Page Authority: 34

» TOP 10 ORGANIC KEYWORDS

- : executive recruiters raleigh nc - #1 - \$86 / est. click value per month
- : executive recruiters - #43 - \$62 / est. click value per month
- : executive search firms denver - #2 - \$57 / est. click value per month
- : executive interview questions - #4 - \$51 / est. click value per month
- : headhunters phoenix - #2 - \$34 / est. click value per month
- : executive recruiters orange county - #1 - \$33 / est. click value per month
- : phoenix headhunters - #2 - \$30 / est. click value per month
- : executive search firms michigan - #1 - \$28 / est. click value per month
- : questions to ask your ceo - #9 - \$26 / est. click value per month
- : executive job search engines - #7 - \$17 / est. click value per month

* See Excel spreadsheet for full list of keywords



COMPETITIVE ANALYSIS

	ABC Company	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4	COMPETITOR 5
Estimated value of traffic	\$3,900	\$1,600	\$1,500	\$2,800	\$95	\$736
# of Organic Keywords	592	218	165	699	32	51
# of Monthly Clicks	3,400	3,600	636	3,200	33	400
# of Page 1 Keywords	122	54	35	136	12	11
# of Position 11-16 Keywords	85	24	11	81	6	6
# of Page 2-5 Keywords	383	169	112	526	29	51
# of Inbound Links	154	971	614	903	96	35
# of Linking Root Domains	25	38	45	129	10	14
Domain Authority	23	31	32	40	21	20
Home Page Authority	34	42	43	50	34	33

COMPETITIVE RECOMMENDATIONS

» ABC Company is one of the most visible companies in organic search. You are well positioned to grow your offline business through online searches.

We have provided you with a list of keywords that your competition is currently ranking for, that you currently are not. We have also provided you with lists of your competitor's best keywords, lists of exclusive keywords that only your competitor ranks for, as well as your keywords that are falling on pages 2 - 5.

[We recommend reviewing these keyword lists to identify new opportunities.](#)

We recommend creating content that target keywords you have not yet targeted on abccompany.com. (Keywords like: “really good keyword,” “why aren’t we targeting this keyword” and “no brainer keyword” are examples of keywords to start with)

As you turn your focus to exclusively _____, we recommend changing page titles and on page content to include the keywords that you want to rank for (Example: changing the home page title tag from “Super Awesome Keyword” to “Even Better Keyword Phrase”). We also recommend editing your existing page content to reflect your new business changes as opposed to deleting or redirecting the page entirely. There is lots of value in the pages currently on the website.

If there is a weakness in the ABC Company SEO efforts, it is in the lack of links pointing to the website - which may be contributing to the relatively low domain and page authority. We would recommend employing an internal and external link building strategy to improve your domain and page authority, which we will cover later on in this audit document.

SEO AUDIT:

KEY FACTORS

HERE ARE THE KEY AREAS OF FOCUS ON THIS NEXT SECTION:

- » Indexing
- » Accessibility
- » Site Architecture and Design
- » Link Analysis
- » Keyword Analysis
- » On Page Optimization
- » Content Evaluation
- » Business Strategy + Online Branding



AUDIT // INDEXING

SUMMARY OF AUDIT FINDINGS:

Almost two thirds of all the content on your site is receiving organic search traffic. Google has indexed 668 pages on Abccompany.com. There are currently 562 links being indexed by Google. 374 of those links are receiving organic search content.

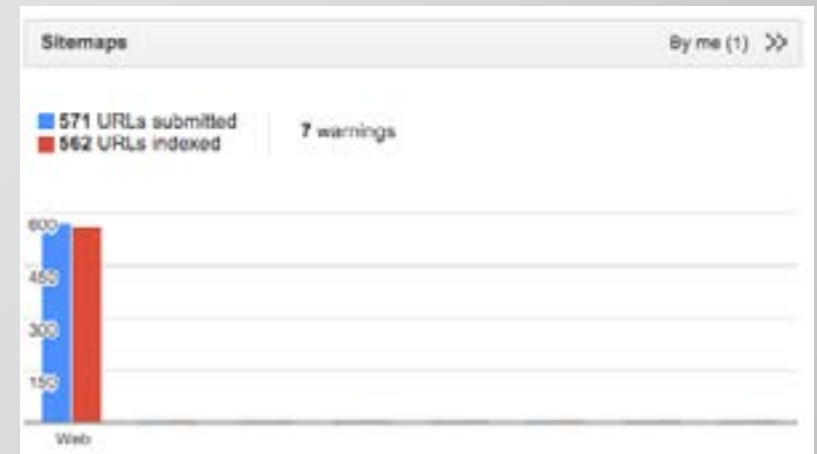
The only issue we found is that your sitemap has registered 7 warnings in the last three months due to server problems.



Your sitemap meets all the proper protocols and has been submitted to all the necessary places. Nice job!

RECOMMENDATION:

In order for Google to index your pages and posts, they have to be able to read your site. Check with your hosting company to see what is causing your server errors, and work to find a solution.



AUDIT // ACCESSIBILITY

SUMMARY OF AUDIT FINDINGS:

ABC Company should leverage browser caching to set expiry dates for static resources like the Avature iFrame to improve the site's accessibility speed. You should also consider eliminating render-blocking JavaScript and CSS in above-the-fold content, and deactivating and deleting plugins that are no longer in use. This is slowing down your page loading times.

You do not have many crawl errors - only seven 404 errors, and one server error in the last 30 days. All 301 redirects have been set up properly.



Your website is accessible with acceptable load time speeds. Fixing a few minor issues will improve the site accessibility.

RECOMMENDATIONS:

// Ask Avature if their iFrames can specify an expiration of at least one week. Right now the iFrame has too short of a freshness lifetime, which is slowing the site speed. If not, is there an alternative solution they can provide for a form?

// Ask web developer to defer parsing JavaScript to reduce blocking of page rendering.

// Fix 404 errors with 301 redirects to an appropriate page.



AUDIT // ARCHITECTURE + DESIGN

SUMMARY OF AUDIT FINDINGS:

ABC Company has three different Wordpress installations to create three separate home page experiences. While this has no effect on the user, this does triple the amount of workload internally to make changes to the site and review performance.

Your most popular content is not directly linked from the navigation menu, and there are not pages linked for keywords that you want to rank for. Adding content to this navigation menu could impact the search performance of that content.



Your website architecture could be utilized to better rank for key search terms.

RECOMMENDATIONS:

// When ABC Company turns it's focus to nonprofit, consider deleting the two installations of Wordpress and resorting back to just one for simplicity.

// Consider linking to key content, like interview questions in a "Resources" dropdown menu to strengthen the search positions of your most popular pages.

// Consider creating content, or linking to existing content for the search terms you want to rank for and including it in the navigation menu.

AUDIT // LINKS

SUMMARY OF AUDIT FINDINGS:

The weakness in the ABC Company SEO efforts is the relative lack of links pointing to the website, which is resulting in a domain authority of just 23. Top links include links from Forbes, CSRWire, SHRM, and Visual.ly.

In addition, the link anchor text is all about ABC Company, and doesn't include keywords that you'd want to rank for (like "nonprofit recruiters").

Internal linking has been done effectively by ABC Company. Incorporating new keywords should be a part of the internal linking strategy.



Your site needs more external links to keep up with your competition.

RECOMMENDATIONS:

// Reverse engineer the competitor link profiles we've supplied and identify the low, medium and high probability opportunities. These opportunities include providing guest posts on executive recruitment,

// Continue to replicate your success by submitting infographics to visually, and blog posts to SHRM. The more links you get from these sites, the better. Try to include different linking anchor text to get the most out of the link opportunity.

// Reach out to all the executive search firms you've listed in different cities and see if they'd be willing to link back to ABC Company in a blog post.



AUDIT // KEYWORDS

SUMMARY OF AUDIT FINDINGS:

ABC Company ranks well for high value keywords, bringing in an estimated value of \$3,900 if you were to pay for the same traffic with PPC. The problem is, the nonprofit keywords that you want to rank for are not a significant part of your SEO presence. Currently, Google views the “nonprofit” keyword as the 17th most valuable keyword that describes ABC Company (“executive” and “search” are #2 and #3. “Scouts” is #1).

Expanding your keyword reach will only expand your already extensive footprint online.



Your keywords are bringing in high value search traffic that makes you less dependent on paid traffic. Nice work!

RECOMMENDATIONS:

// Review the keyword lists we’ve provided to create content creation strategies targeting the terms that you want to rank for.

// Review the landing pages your keywords are ranking for and determine if the page still describes your business. If not, change the language or consider redirecting.

// Support “almost there” keywords with additional content and links back to the content you’d like to put over the top.



AUDIT // ON PAGE OPTIMIZATION

SUMMARY OF AUDIT FINDINGS:

Your images are optimized for SEO and you're hosting most images on Flickr for additional exposure. Nice job!

You do not have page titles that surpass 70 characters and do not have descriptions that surpass 155 characters. Page titles are optimized for your keywords and your on page optimization looks great.

The only thing that is missing are visible, easy to take call to actions. By making a call to action more visible, you may be able to convert more leads.



Your pages are optimized in just about every way possible. Nice job! Now, make those call to actions irresistible to convert your traffic.

RECOMMENDATIONS:

// Update your call to action buttons in your blog sidebar. Since this is where a good chunk of your traffic goes, make sure your blog sidebar buttons really stand out.

// Review your top landing pages and make sure each one has a clear call to action. Include a contact form above the fold for each page.



AUDIT // CONTENT

SUMMARY OF AUDIT FINDINGS:

There are no duplicate content issues within the site and there is content consistently being added to the domain.

The average time spent on the page is 3:21, showing that visitors are engaging with your content.

However, the site has a bounce rate of 83%, and an exit rate of 75%, indicating that visitors view their content and then leave.



Your content is engaging visitors and attracting viewers. Nice job! Now it's time to keep them on the site!

RECOMMENDATIONS:

// Include clear call to actions and link to other relevant content within your pages and posts to keep visitors on your site.

// Continue to create engaging content that people want to read. Review your top performing blog posts and create content that readers of those posts would want to engage with. For example, readers of “15 Remarkable CEO Interview Questions” may want to also read “9 Questions To Ask My CEO” - especially since ABC Company is already ranking for that particular keyword.



AUDIT // ONLINE BRANDING

SUMMARY OF AUDIT FINDINGS:

Google looks at ABC Company content favorably, but with 83% of traffic coming from organic search, it's time to diversify your traffic sources by focusing on referral traffic. Currently, only 7% of your traffic comes from referral sources - indicating that there's an opportunity to partner with relevant websites and provide them with valuable content.

As a result of increasing referral traffic, your brand will grow online and your domain authority will naturally improve.



You need to do a better job at leveraging referral traffic to grow your brand online.

RECOMMENDATIONS:

// After reviewing competitor link profiles, reach out to relevant websites and seek to establish a partnership that can consist of sponsorship or providing content.

// With over 135,000 search impressions each month, make sure that your meta descriptions and page titles include a brief description of ABC Company.

// Leverage PR opportunities with your current vendor and with HARO to get name recognition in relevant media outlets.



SEO AUDIT:

HIGH PRIORITY NEXT STEPS

- » Establish partnerships (or sponsorships) with high authority, relevant websites
- » Include call to actions on top landing pages (and update call to actions on sidebars)
- » Review and revise content on top landing pages to match new business focus
- » Create and execute content strategy based on competitor keyword lists



SEO AUDIT:

MEDIUM PRIORITY NEXT STEPS

- » Reverse engineer competitor link profiles to identify marketing opportunities
- » Support “almost there” keywords with additional content that link back to original landing page
- » Review top performing content and create similar content that can be used as a call to action
- » Respond to relevant HARO inquiries each day
- » Reach out to all executive search firms you’ve linked to on your site to explore link opportunities
- » Fix 404 errors with 301 redirects
- » Explore website hosting solution to fix sitemap accessibility



SEO AUDIT:

LOW PRIORITY NEXT STEPS

- » Submit monthly infographics to Visuall.ly and monthly blog posts to SHRM.org
- » Edit meta descriptions to improve ABC Company online branding
- » Delete two of the three Wordpress installations for simplicity
- » Edit navigation menu to include links to key resources and top content
- » Defer parsing of Javascript to reduce blocking of page rendering
- » Explore alternative solution with Avature for iFrame forms
- » Closely monitor keyword rankings to see improvements and declines

