

20<sup>th</sup> August 2019

## SEO Report for: Name of client

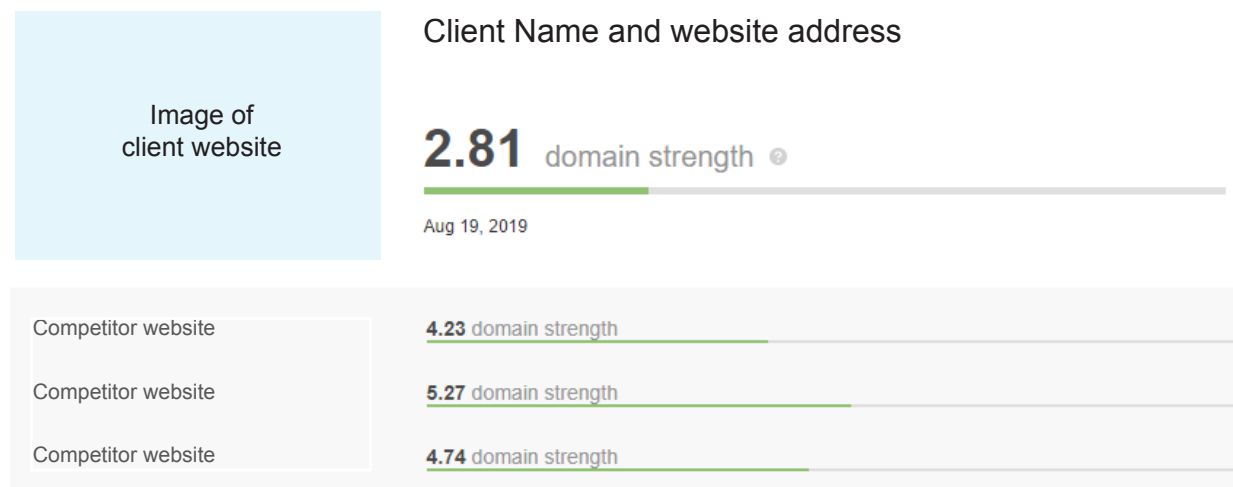
### Executive summary

As demonstrated in the report below there are opportunities to improve your website, keyword ranking, linking and content in support of driving more traffic to your website and generating new business.

We believe that over a period of 3-6 months we could improve traffic by several hundred per month. If just 2% of this new traffic results in leads this would achieve 5-10 new leads each month and would pay for your investment in SEO.

### Domain strength

Domain strength (scored from 0-10) is a complex quality metric calculated based on key SEO factors such as domain age, backlinks and social signals. It should be used to track the SEO strength of a website over time. This demonstrates overall room for improvement in your SEO position. In comparison with competitors your domain strength is much weaker due largely to number of backlinks and social signals.



### Improve technical website aspects

**Objective:** In order for SEO to be effective your site must be able to be crawled and indexed by the search engines.

**Current position:**

You currently have 15 errors and 319 warnings in respect to the technical aspects of your site. This includes pages which can't be found by the search engines and pages with long re-direct chains. As well as impacting on search engine ranking this will also be providing a poor user experience for existing and potential customers.



## Site Audit (Summary)

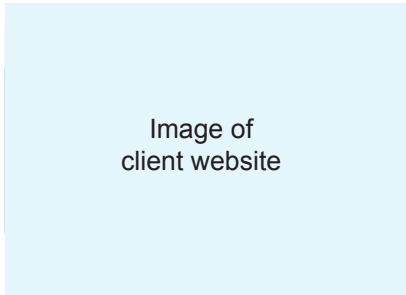


Image of  
client website

Client Name and website address

1,664 issues found

✖ Errors: 15 | ⚠ Warnings: 319 | ⓘ Info: 1,330 | Pages: 380 | Date: Aug 19, 2019

✖ Error: 15 | ⚠ Warning: 319 | ⓘ Info: 1,330 🔄 Rebuild Project

### Indexing and crawlability

- ✖ Resources with 4xx status code 15
- ✔ Resources with 5xx status code 0
- ⓘ Resources restricted from indexing 394
- ✔ 404 page set up correctly Yes
- ✔ robots.txt file Yes
- ✔ .xml sitemap Yes

### Resources with 4xx status code

#	Resource	HTTP Status Code	Content type	Internal/External	Found on pages
1	www. ....	404 Not found	text/html	Internal	1
2	www. ....	404 Not found	text/html	Internal	1
3	www. ....	404 Not found	text/html	Internal	1
4	www. ....	404 Not found	text/html	Internal	1

## Keyword research & optimisation

**Objective:** To ensure searchers come to your site and search engines can effectively rank it.

### Current position:

You are currently ranking 1<sup>st</sup> on search engines for ' ' and ' ' which you would expect. Other than this you have very few keywords appearing on the first page of search results for Google, Bing or Yahoo in the UK. Based on our limited research we believe there is a real opportunity to work on ranking for more keywords and increase traffic to your site by several hundred per month. **If just 2% of this traffic resulted in a lead then your SEO investment could pay for itself.**



## Keyword Rankings (grouped by SE)

Image of  
client website

Client Name and website address

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**5%** visibility in all search engines

Keywords: 133 | Search engines: 3 | Compare with: Previous | Date: Aug 20, 2019

### Keyword Rankings: Summary

Search engine	Top 1	In top 10	In top 50	Not in top 50
 Google.co.uk	2	4	40	35
 Bing UK	2	2	10	62
 Yahoo.co.uk	2	2	11	64

## Recommendations for developing content

**Objective:** Compelling content will drive traffic to your website and helps your audience know, decide or do. It will also earn links from other sources which will help to build the authority of your website in the eyes of search engines.

**Current position:** Whilst you are making use of the Zift Solutions content management platform we notice that much of your content (which looks very helpful and interesting!) posted on LinkedIn, Twitter and Facebook, is non branded and without contact details. It is therefore neither driving traffic to your website nor capturing potential leads.

## Improve link quality

**Objective:** Link quality helps to demonstrate the authority of a site to search engines. Lots of 'spammy' or toxic links can, in the worst case, lead to website penalties whereas quality links will help a site move up the page rankings.

### Current position:

In respect to key competitors you are performing worst in this category. Over time there is an opportunity to build more links with credible domains to improve the 'Clients Name' website authority and drive more relevant traffic to the site.



Parameters	Client 20y 7m	Competitor 21y 9m	Competitor 20y 3m	Competitor 22y 3m
Domain Age				
Total Backlinks	424	413	3,531	1,522
Total Linking Domains	74	71	185	140
IP Addresses	28	47	128	72
C-Blocks	27	46	123	64
Dofollow backlinks	57	263	3,238	1,204
Domains linking from homepage	0	0	2	7
Top TLD	60.8% co.uk	42.3% com	63.2% com	36.4% com
Top Country	66% United Kingdom	34% USA	46% USA	54% USA
Text links	93%	82%	94%	74%
Anchors	31	130	192	126
Anchor text diversity	7%	31%	5%	8%
Linked Pages	6	61	63	57
Overall rating:	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★

## Improve page titles, urls and descriptions

**Objective:** Pages with effective and compelling titles, urls and descriptions will gain higher click through rates on the SERPs.

**Current position:** You have 15 pages with too long titles and urls, 155 pages with empty meta-descriptions.

## Win SERP features

**Objective :** Appearing for features such as ads, images, articles, videos, local maps, featured snippets will help you stand out further on the SERPs

**Current position:** You are not appearing for these SERP Features for the keywords we've analysed.



## Next steps

We hope you have found this report of interest and believe it demonstrates an opportunity for improvement.

If you believe an investment in Search Engine Optimisation can help generate business, like we do, then please get in touch and we can discuss our proposal further.

Yours sincerely,

Robin Seccombe  
Managing Director  
Direction Marketing