

Search Engine Visibility Analysis

We do the market research, so you don't have to!

Report For
www.yourclientsite.com

Contents

Introduction.....	2
Website Analysis and Recommendations.....	3
Current Status with Search Engines	7
Current Optimization Review	7

Introduction

✓ About SEO:

SEO is used to enhance a website's Search Engine presence and ranking. This results to an increase in the website traffic and brand awareness in the market. This ultimately increases new customers for your company.

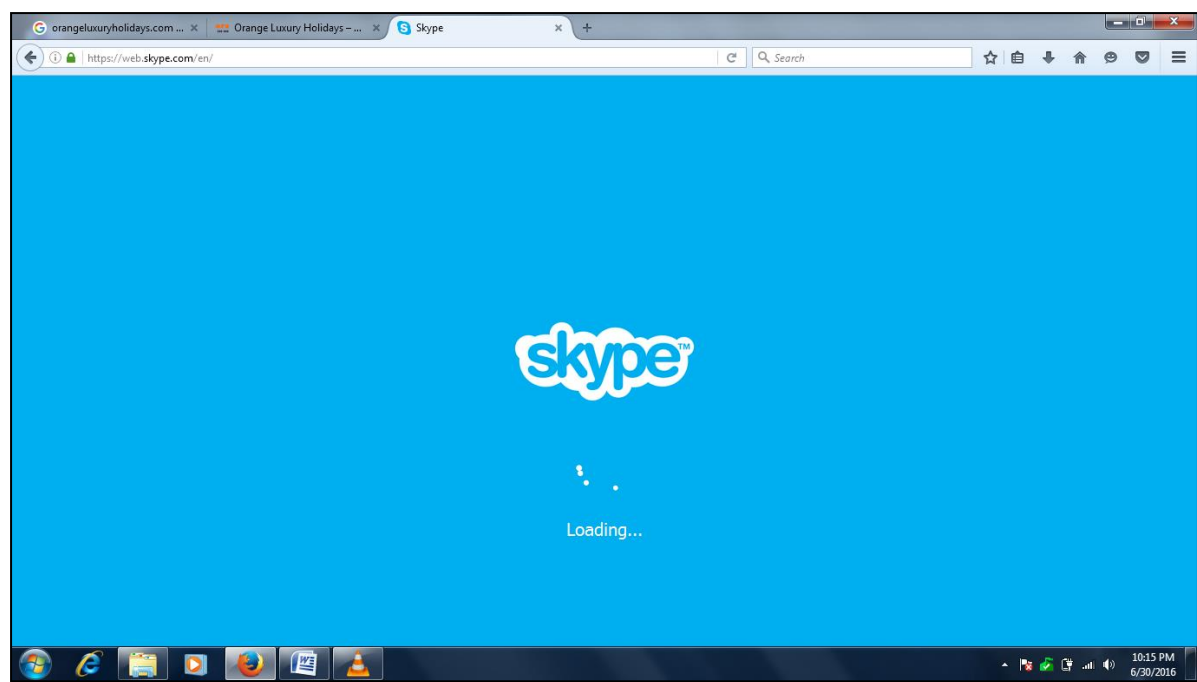
Choosing the right Search Engine Optimization partner is a vital decision. And most importantly, you want the best SEO partner that can offer the best possible results and services.

✓ What we can do for you?

- Make Your Website Search Engines Friendly
- Get your website searched by potential customers
- Boast Your Positions In Search Engines
- Leave your competitors behind
- Enhance your search engine presence
- Increase your ROI

✓ How we are better than others?

- **Complete Transparency in Communication:** We have an effective, transparent, and open communication process. We answer to any real time client queries via Skype or base-camp. We provide regular updates regarding the progress of the project. We also share a monthly progress report, keyword ranking reports etc.



Also, whatever mode client will prefer

- **Ethical SEO:** "Ethical" SEO is a term used to describe SEO techniques that are in line with search engine webmaster guidelines. This means that all SEO activities carried out by us are 'ethical'. Our SEO work would carry long term benefits for your site and run no risk of a ban or penalty.
- **Latest Internet marketing strategies:** Google updates its algorithms frequently, so, we follow all the Google guidelines and update the strategies accordingly to make sure that the website does not get penalized or run the risk of a ban.

Website Analysis and Recommendations

This is important to make sure that your website hasn't got any problems; this is for the sake of both the search engines and the users.

Blue Color – Changes required

Red Color - Strongly Recommended

Website looks like:

The screenshot displays the WPJobBoard website interface. At the top, there is a navigation menu with links for DEMO, FEATURES, TESTIMONIALS, BLOG, SUPPORT, and PRICING & PURCHASE. The main heading reads "LIVE WPJOBBOARD ADMIN AND FRONT-END DEMO".

Below the heading, three demo panels are shown:

- Administration panel demo:** Shows the WordPress dashboard with a sidebar menu. Text below: "Administration panel demo allows you to test every WPJobBoard function and configuration option. WPJobBoard is tightly integrated with WordPress admin panel and offers a seamless user experience. Administrator login: **user**; Password: **user**".
- WPJobBoard with default WPTheme:** Shows a job board listing with columns for job title, location, and details. Text below: "The single biggest WPJB advantage over other WordPress-based job board themes and plugins is that WPJobBoard works with every theme. Upon activation it will automatically inherit your theme colors, fonts, margin and other layout properties. Furthermore, WPJB will work with ANY WordPress theme framework including: WooFramework, Genesis, Thesis etc."
- WPJobBoard with Jobelon (dedicated job board theme):** Shows a job board listing with a search bar and a job card for "UI Engineer". Text below: "If you are looking for a complete job board solution, this is something that will interest you. Each WPJobBoard purchase comes with **free WordPress job board theme**. It's probably the only job board theme that has live search functionality built-in!"

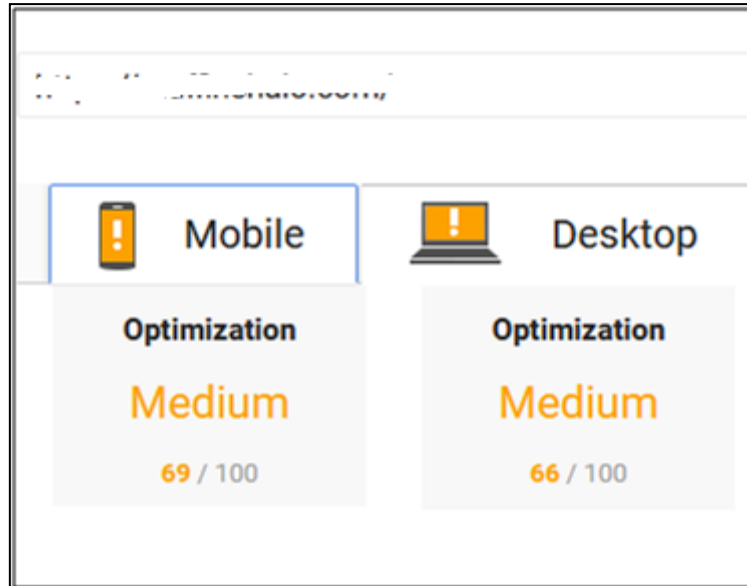
Each panel has a "GO TO DEMO PAGE" button. Below the panels, there are logos for clients: crebs, team, aid board, and CREATIVE JOB CANADA.

The footer contains three sections:

- NAVIGATION:** Links to Pricing & Purchase, Demo, Testimonials, Features Tour, Knowledge Base, and Contact.
- FROM THE BLOG:** Two articles: "WPJobBoard 5.2.2 Released" and "WPJobBoard 5.2.1 – Automatic Jobelon Updates".
- CONNECT WITH US:** Social media icons for Facebook, Twitter, and RSS.

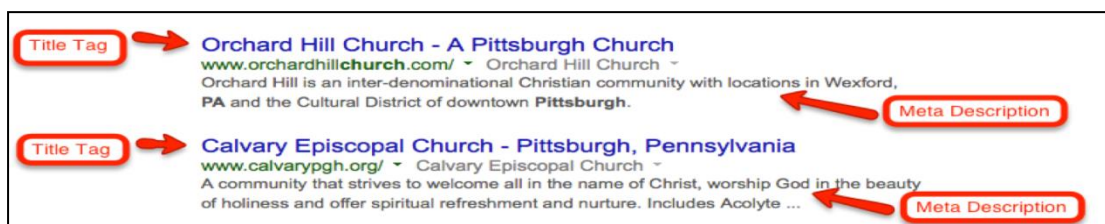
At the bottom right, there is a "SUBSCRIBE BY EMAIL" section with a text input field and a "SUBSCRIBE" button. The footer text reads "All Rights Reserved WPJobBoard".

- ✓ **Website Usability:** - Here are some key factors to be reviewed in order to make your website search engine friendly:
- **Page Speed& load time (Recommended):** We have checked the page speed of your website by using Google page speed insight tool and found that the overall website page load time is not good and need to be optimized. Please see the image below.



The page load time could be reduced by reducing the images size and minifying the CSS files java scripts. It is suggested to create the AMP pages.

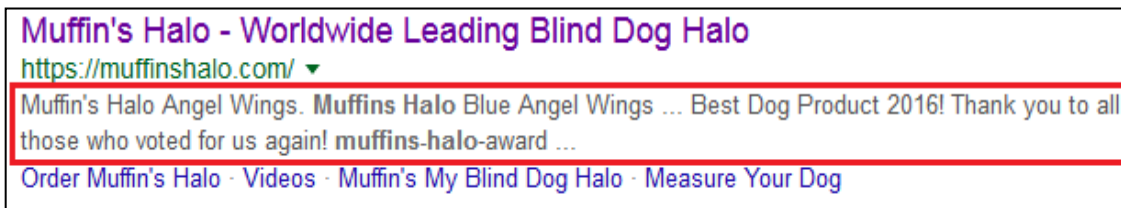
- **Robots File (Recommended):** We have observed that robots file is not implemented on the website. It is required to be optimized and set the priority for each page by including sitemap URL.
- **301 Redirection:** We have observed that 301 redirection is implemented on the website. It is suggested to have only one version of the website. It helps to remove the duplicity of the content.
- **Page Title (Optimization required):** The SEO title tag is still one of the most important elements for on-site optimization. Hence, you should ensure that it contains your primary keyword in it and less than 60 characters. Below mentioned is the screenshot of the Title and Meta description crawled by Google.



Meta tag	Length	Remarks
Title	<=65	Recommended
Description	150-165	Recommended

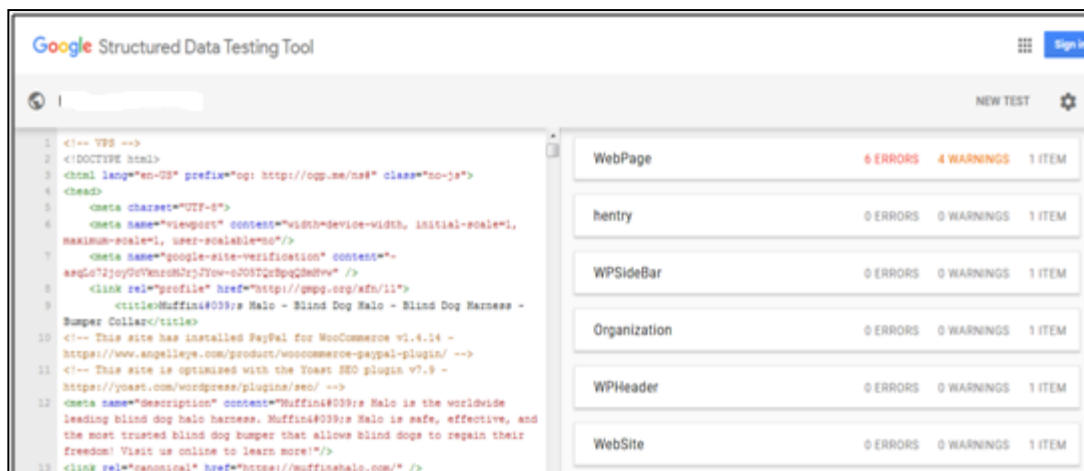
The page titles needs to be optimized on some of the website pages. We will find a list of all the pages that require title optimization. We will create unique title for each page by targeting keywords in them.

- **Meta Description (Optimization required):** Again, Google might choose a snippet of text from your website instead, but it never hurts to have an optimized Meta description. Make sure it includes your primary keywords, areas your business serves and phone number, if possible, within 165 characters. **We have observed that there is a requirement of Meta description optimization for some important pages of the website.**



We will extract all the pages that require Meta description optimization using screaming frog tool & will create unique descriptions for each page. It helps to improve the rankings in an effective way.

- **Schema Tag Implementation (Optimization required):** It allows search engines to display important information, such as hours, testimonials, reviews in search results. We have observed that schema tag is not implemented on your site.



We will create the schema tags using proper address and business information. It will help Google to understand the actual business address of the company.

- **Heading Tags Optimization (Recommended):** The landing page of your site should have only single H1 tag on a webpage. We have observed that there are multiple H1 tags present on the pages of the website.

The heading tag should contain the main keyword for that page and if some pages have sub headings, then it is recommended to implement the h2, h3 tags on them.

- **Less Content (No quality content present):** We have found very less content is present on your website pages. Google never ranks low quality content pages in SERPs and it may harm your website performance. We recommend you to write the fresh keyword rich content on the website pages and implement the same on the website. It will help to your website ranking in search engines.
- **Backlinks (Recommended):** We have observed that no referring domains are present for your website as compared to the total number of back links. It is suggested to create high quality back links to improve the website ranking.

Your website has not backlinks to report. -- Go on .. and build backlinks first ;) btw.. you can look into following few options to build backlinks

- **ROR Sitemap (Recommended):** ROR Sitemap feed lists all of the pages on your Web site that you want the search engines to know about. Up-to-date sitemap helps improve crawl-ability and ensure that all the important pages on your site are crawled and indexed. We have observed that ROR sitemap is not present on your website. We can create an ROR sitemap via some online tool or ask for the developer to create the same. It is necessary to set priority of each page in the sitemap.
- **HTML Sitemaps (Recommended):** HTML sitemaps is one of the most important tactics you can use to distribute your link juice efficiently within your site. Also it is an actual page of your website that outlines the complete structure of your site, and that links to all the important pages on your site. We have observed that there is no static/HTML sitemap on your website. It is recommended to implement a user friendly HTML sitemap on the website. We can create a sitemap using free tools however we suggest you to create one from the developer.
- **Social Media Optimization (Recommended):** Social media plays an important role in SEO as a search engine considers the number of shares and social interaction on a web page. Apart from this, social media also helps you to learn more about your

target audience and tells you what your users want. It helps in capturing the tangible metrics to gauge your social media initiatives and get you Ranked on Google. We recommend you to post regular updates on all the SMO channels. It will help you improve the user engagement, brand visibility, number of visitors etc. We recommend you to post informational and promotional updates on all the social media channels.

Current Status with Search Engines

- Current search engine visibility

The table below demonstrates how many pages the top search engines have currently indexed from the website.

Google	247
Bing	46

Current Optimization Review

- SEO Checklist

Criteria	Remarks			Comments
	Yes	No	Not Sure	
Web analytics tool	✓			Google Analytics is implemented. It helps in tracking the performance of the website.
Meta tags		✓		Recommended
Heading Tags		✓		Recommended
Alt Tags		✓		Recommended
Website Indexing	✓			<i>Good & Important from SEO perspective</i>
Google maps link on website		✓		Recommended
HTML sitemap		✓		Recommended
Navigation		✓		Recommended
XML sitemap	✓			Optimization Required
HTML Sitemaps		✓		Recommended
Listed @ any major directories		✓		Recommended

Info.txt file		✓		Recommended
Ror.xml file		✓		Recommended
Urllist.txt file		✓		Recommended
Robots.txt file		✓		Optimization Required
Redirection		✓		Recommended
Error Pages		✓		Optimization Required
