

February 2021



Rise Above Your Rank

DIGITAL MARKETING

SEO REPORT

<https://www.example.com/>

Summary

- This month we worked on completing your website rework and making the pages search engine optimized for keywords.
- All your pages have been indexed by Google
- We've finished reviewing backlink profiles of competitors and identified that their primary link source is customers linking to their pages.

SEO Health

SEO Health Overview

- This month we have focussed on improving your on-page SEO.
- Some pages were missing meta descriptions so we added those.
- These pages were not giving users any value and were actually bringing down the overall health of the site.
- By removing these, Health score has increased from 86% to 96%.










































This Month



Last Month



URLs Crawled

Top issues 							
Issue	Crawled	Change	Added	New	Removed	Missing	
 Meta description tag missing or empty	16	—	—	—	—	—	  
 Orphan page (has no incoming internal links)	3	—	—	—	—	—	  
 Redirect chain	1	—	—	—	—	—	  
 3XX redirect in sitemap	1	—	—	—	—	—	  
 H1 tag missing or empty	11	—	—	—	—	—	  
 3XX redirect	4	—	—	—	—	—	  
 Open Graph tags incomplete	3	—	—	—	—	—	  
 Missing alt text	3	—	—	—	—	—	  
 Title too long	1	—	—	—	—	—	  
 Slow page	1	—	—	—	—	—	  

- As you can see in **red**, there were a number of URLs with issues that have been resolved.

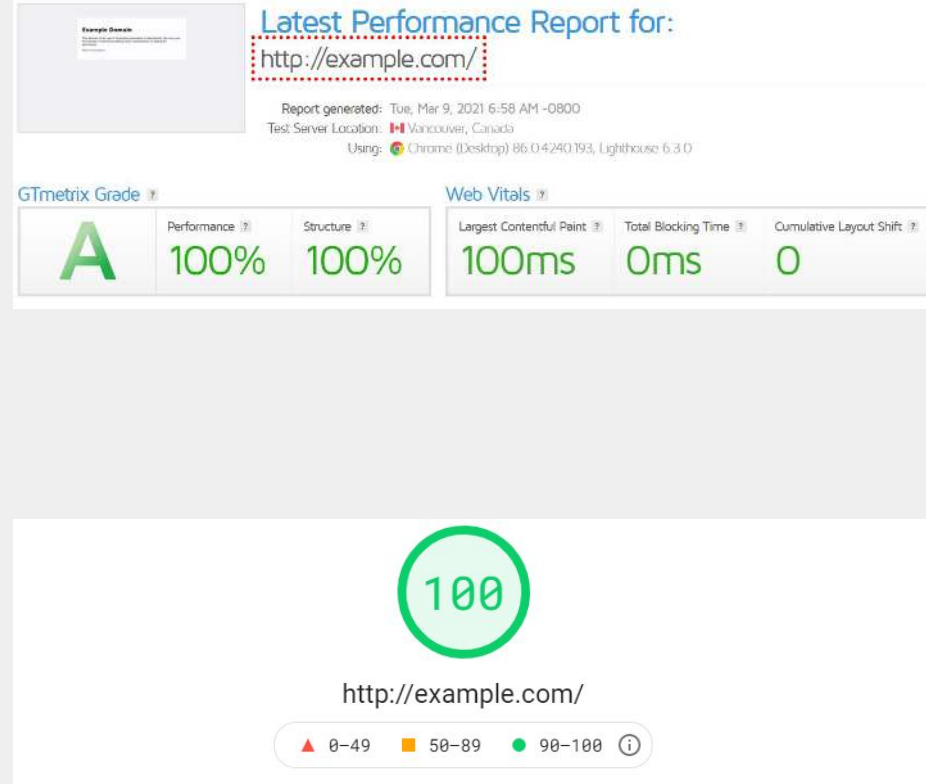
SEO Health

- A number of pages were showed poor loading times:

● Too slow: >500 ms

15

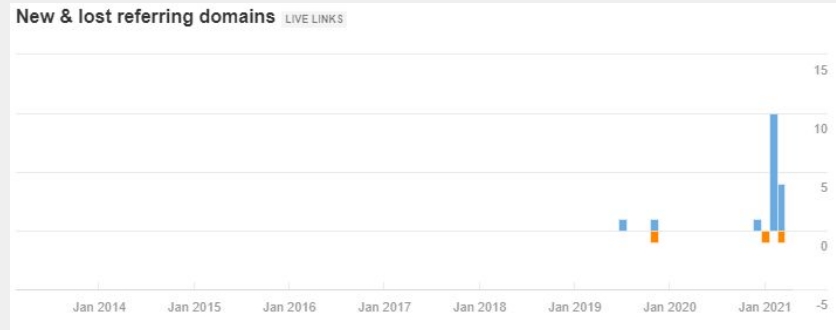
- In order to improve page speed, we have:
 - Removed unnecessary code.
 - Moved inline scripts/styles into separate files.
 - Compressed images.
- We shall be monitoring load times and shall provide an update in next month's report with the results of these changes.



Backlink Profile

Backlink Profile

- Although there has been an increase in referring domains, we haven't started actively building backlinks yet.
- But some of the newly published pages got a few backlinks naturally.
- Once all on-site SEO issues have been addressed, we will focus more on actively building links to the site.



Backlink Profile

- As stated, we have not yet begun our link building campaign yet.
- However, as you can see from the graphs, there was a jump in referring domains at the end of the month.
- These were natural links pointing back to the pages we updated.



Organics

Organic Positions

Organic Traffic:

- Organic traffic to your homepage has increased 481%.
- We have also seen an increase in traffic to your job application which was implemented by us during this past month.
- Visits to you contact us page have increased 833%.

Top Content ⁱ [How to use](#)

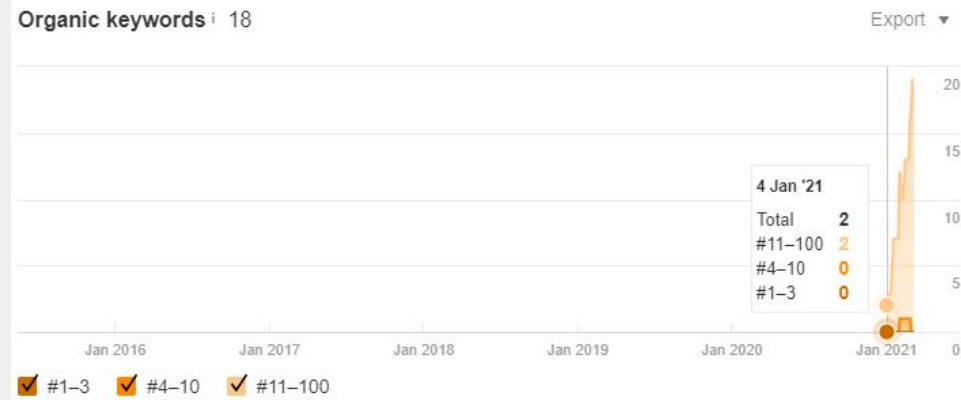
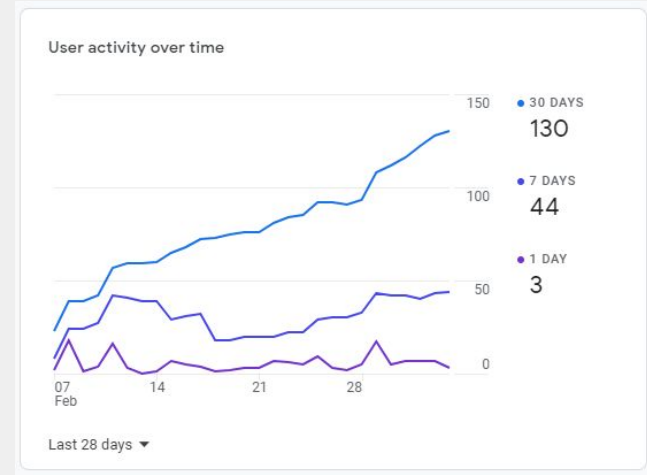
2 results

#	Page	RD			Total ⁱ	SP [↓] ⁱ	Published	Details [▼]
1	Example Domain example.com/index.html	1	0	0	2	1	11 Aug '15	Details [▼]
2	Example Domain example.com/index.html/hello/hi	1	0	0	0	0	13 Jul '15	Details [▼]

Organic Search

- We added one new blog post which has increased organic search to your site.
- As stated earlier in the report, the site did gain some backlinks when new pages were put live.
- You can see the site started to gain more organic keywords when this page was launched.

Organic traffic: 130 /month



Organic Keywords

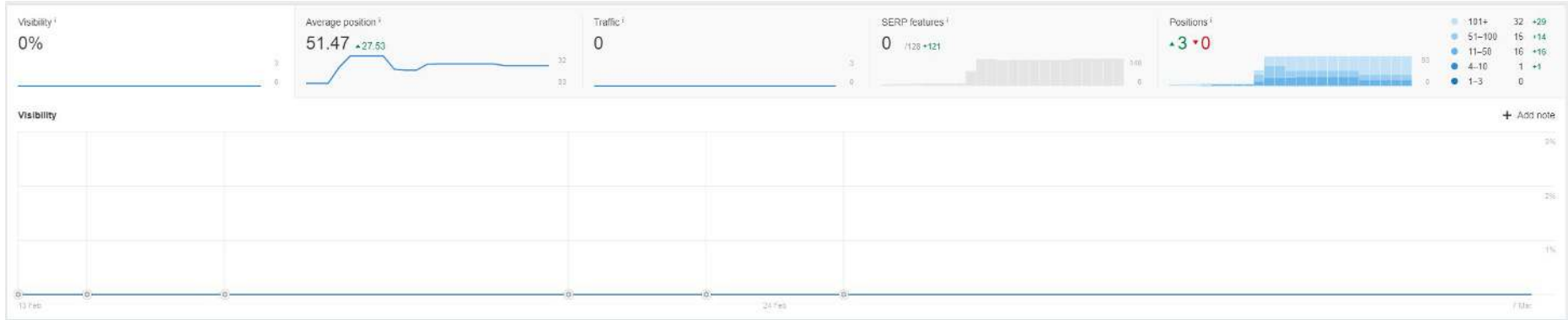
- 4 out of 5 of the top organic keywords are due to on-page optimization changes made this month.
- We added a blog post that resulted in the being placed in the top 5 organic keywords and top 5 pages.
- I would advise looking at these organic keywords and seeing if you would like to promote these more heavily in the coming month to increase organic traffic.

Top 5 organic keywords (United States) ⁱ	Pos. ⁱ	Volume ⁱ	Traffic ⁱ	Results ⁱ	Upd. ⁱ
example.com example.com/ ▼	1	1,400	1,105	1,690,000,000	6 Mar
www.example.com example.com/ ▼	1	300	70	2,060,000,000	26 Feb
www.example.com example.com/ ▼	1	300	70	8,430,000,000	3 Mar
example.domain example.com/ ▼	1	150	33	1,130,000,000	6 Mar
ww.example.com example.com/ ▼	4	250	24	761,000,000	14 Feb

Top 5 pages ⁱ	Keywords ⁱ	Traffic ⁱ
example.com/ ▼	2,816	4,426
example.com/ ▼	1,310	1,095
www.example.com/ ▼	27	0.00

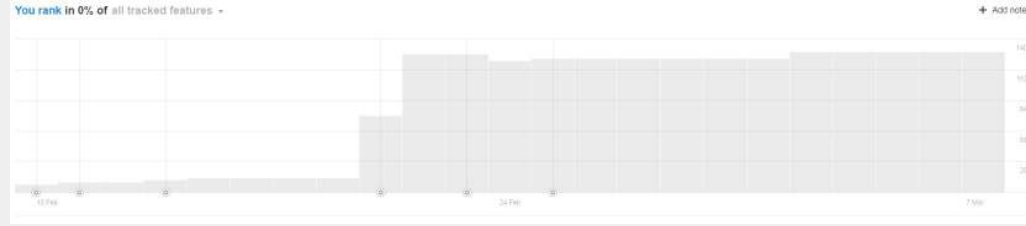
Ranking Visibility

Ranking Visibility



Ranking Insights

- There are a good amount of keywords ranking in the image packs.
- To gain more image pack positions we will be:
 - Adding descriptive file names to images
 - Adding alt tags
 - Optimising image size
 - Adding readable URL for images
- There are also a lot of opportunities for ranking in the featured snippet that will be actioned for next month.



Feature	You ↓	SERP	% of all keywords
Shopping results	0	0	
Adwords bottom	0	0	
Adwords top	0	13 +13	15%
Thumbnails	0	0	
Image pack	0	32 +30	38%
Top stories	0	21 +19	25%
Site links	0	58 +55	68%
Featured snippet	0	4 +4	5%
Total	0	128 +121	

Ranking Progress

Tag	Visibility, %	Avg. pos.	Traffic ↓	SERP features	Keywords	#1-3	#4-10	#11-50	#51-100	#101+	Pages
security guard services	0.01 +0.01	37.13 ▲ 41.87	<1	0 /40 +32	16 +15 /21	0	1 +1	12 +12	3 +2	5 +3	2
Private Investigator	0	74.33	0	0 /24 +24	12 +12 /12	0	0	0	12 +12	0	1
Traffic Control Services	0	40.00	0	0 /1 +1	1 +1 /1	0	0	1 +1	0	0	1

- There has been a steady increase in visibility for the first lot of keywords, which I put down to ranking in the SERP features.
- The second lot of keywords has not seen a rise. There is however opportunity to rank in the SERP features for these keywords which we are currently not taking advantage of.
- There has been a small increase of traffic from keywords.

Next Month

Next Month

- Next month we will be optimising all images across the site in order to gain more keywords showing in the image pack (SERP feature).
- We will also be starting the first batch of link building: the first outreach campaign will be launched industry related blogs.
- Also, we will be leveraging the natural backlinks we gained when launching the new pages this month, by adding internal links to direct users to the main service pages.
- Audit missed opportunities for ranking in SERP features.