

Website Marketing Audit

For

Example, INC

Provided by



State of your Website

Strengths

We found the Example, inc website to be easy to navigate and does not contain any broken links. The structure of the Example, inc website is clean and simple allowing web users to find what it is they are looking for. The various service areas are listed directly on the home page and the overall design of the website makes it very clear that Example, inc is a full service example business that offers a complete suite of example services. We found it a strength that there is a full contact and example quote form that a user can fill out online when interested in receiving a quote.

Weaknesses

The website is mostly about your products and service, and is lacking a customer focused content strategy. Customer focused content strategy can be viewed three ways: (1) Content to educate and inform the ideal customer; (2) Content based on keywords that your ideal customer is searching for in your target market; and (3) Content based on answering key questions prospects need answered throughout the buying process. We believe that the Example, inc website carries out the process described in (1) well but, we see and opportunity to expand on the content strategies stated in (2) and (3). We feel that there may be too many services listed providing each example service has a dedicated page with limited content. The site would be better organized with 3-5 general core services with a sub drop-down menu of the specific example services offered. For a business that provides example, we feel that the provided art work is lacking and, sometimes, too small to view in the proper context. In the case that the web user wanted to see a past work, there is no option for a clearer view or download an example. We view this website as a template meaning that there is not much change in the layout, format and design of the website while viewing different pages.

Graphic Design Grade = C -

Content

We feel the verbiage about your services could be more descriptive and be written to answer the questions your prospective clients could be asking a search engine. However, it does appear that there is a defined set of keywords in dealing with a wide range of example services.

The website content on the core service pages does not attempt to sell a user in any way by providing pieces of content that can nurture a lead into a sale, rather than an offering of coupons, we believe there is an opportunity to expand upon the content being offered to better educate a prospect about what it is you are actually selling and capture their information in the process.

Content Grade = B -

SEO

SEO is how a search engine will read your website and determine your rankings in the search results depending on the search query done by a web user. One of the number one factors that determine your page ranking is your title tags, or the tab title that appears on top of your browser. The Example, inc website has very poor title tags that do not define what the page content is about. Every title tag on the website lists the business name. Many web users search for a service and geography, not a company. Searching for a company would imply that they already know of your business.

There is also very little activity in adding to the website. There is no blog page, active social media accounts, RSS feeds or landing pages. In addition, the tools we use show very limited traffic to the website with the majority coming to the website from keywords that contain the business name. Our local listing tool shows that Example, inc has claimed their listing on Google and some major directories however, there is and, will always be opportunity to claim more listings. There also seems to be a www. And non-www domain creating a mirrored website and showing search engines duplicate content.

SEO Grade = C

Marketing Grade = 21 out of 100

Sorted by: Last report date  Showing: Marketing Grade  Traffic Rank  Indexed Pages  Linking Domains  mozRank  

	www.example.com	21	22,708,723	36	11	2.7	 
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Competitors Legend Where exactly does all this data come from?

Marketing Grade	Traffic Rank	Indexed Pages	Linking Domains	mozRank
A holistic measure of a site's online presence as measured by HubSpot's Marketing Grader on a scale of 0-100. Source: HubSpot Marketing Grader	Rank as compared to millions of other sites on the Internet. A lower rank is better. Source: Alexa	Indexed Pages is the number of pages your website has had indexed by the most popular search engines. Confirming this number outside of the Competitors report is often problematic as search engines are often inconsistent with themselves. Source: Various search engines	The number of domains currently linking to a site as recorded by Moz. Source: Moz	A measure of link authority and popularity as measured by Moz on a scale of 0-10. Source: Moz

Website Marketing Practices Table

-  = Complete Marketing Website practice
-  = Incomplete Marketing Website practice

Web Marketing	Issue 1	Issue 2	Issue 3	Issue 4
Blogging – All incomplete	 Set up a blog.	 Set up an RSS feed	 Link to your blog from your home page	 Add social sharing buttons to your blog.  Add an email subscription option to your blog.
Social Media – All incomplete	 Set up a Twitter account.	 Set up a Facebook business page	 Link to your social media accounts from your home page.	
SEO-2/3 incomplete	 Add alt tags to your images	 Use page titles without your company name.	 Use unique page descriptions.	
Lead Generation – 1 / 2 incomplete	 Create landing pages with forms to generate leads	 Set up analytics to measure your marketing efforts.		

On- Page SEO

www vs. non-www: Inconsistent links.

- It is good to be consistent when choosing either www or non-www URLs for the internal links between the pages on your site. When crawling your site we found a link to your website, which is inconsistent with the URL we entered to be scanned.

1 broken link was found.

Broken Links are any links from a page on your site to another page that has moved or no longer exists. Broken Links can reduce your site's search engine rankings and decrease the quality of your visitors' experience.

Related domains were found on your site.

- Related domains are other subdomains found on your website.

Your Pages Search title or URL

URL	Title	Page Power	Size	Words	Modified
(home page)	not optimzied title taq	18	25 Kb	553	17:21, 19 Oct, 2012
(home page)	not optimzied title taq	100	21 Kb	384	12:49, 4 Jun, 2009
(home page)	not optimzied title taq	100	20 Kb	325	12:49, 4 Jun, 2009
(home page)	not optimzied title taq	100	21 Kb	386	12:49, 4 Jun, 2009
(home page)	not optimzied title taq	100	20 Kb	326	12:49, 4 Jun, 2009

Your Page titles / Title Tags are not optimized

A page title should be crafted using keywords that are relevant to the page they are representing. Using your company name in the title tag can hurt search results because it implies the web user already knows of your company rather than a user searching for something like “Example Services – Your Geography”

Meta Descriptions



The majority of Example, inc's Meta descriptions are too long. This is indicated by the (...) at the end of the description. This yields descriptions that are not complete.

Meta descriptions are what a web user will see as a description of the page on a search result.

Relevant Meta descriptions create a contextual consistency throughout a website that search engines use to rank your page according to a user's search query.

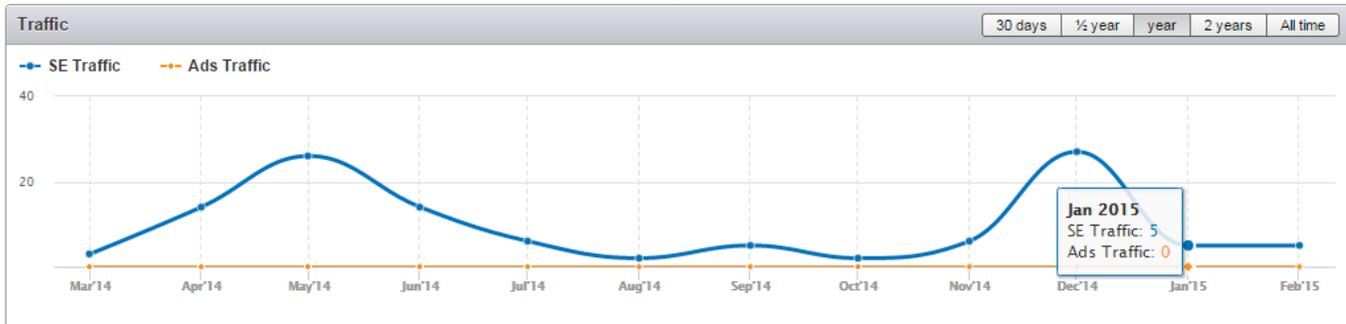
We see a need to optimize your website's Meta descriptions to clearly state what is following on the page.

SEO Local Listings

Local listings on directory sites need to remain accurate and consistent. A search engine will treat your business differently with missing, incomplete, or inconsistent directory listings. Example, inc's current listing score is a 58% out of 100%. Some listings have been claimed but, most are not fully complete. There also remains several other listing to be claimed on various directory sites as well as some inconsistencies in the existing listings.



Web Traffic



According to our tool, Example, inc only had 5 visitors in the month of January.

Keyword	Pos	Volume	CPC	URL	Traffic %
Example service 1	13 (13)	590	9.90	www.example.com	106.20
Example service 2	15 (15)	70	0.00	www.example.com	7.00
Example service 3	13 (12)	20	0.00	www.example.com	3.60

According to our tool, most of the keywords bringing traffic to your website are related to your company name.

Keyword	Rank (Url)	Cost Per Click	Ranking Difficulty	Monthly Searches
Example Service www.exampleservice.com	12	\$0.47	40.5	880
Example Service www.exampleservice.com	48	\$1.5	42.5	50.0
Example Service www.exampleservice.com	10	\$0.66	47.6	260
Example Service www.exampleservice.com	12	\$4.49	43.1	140
Example Service www.exampleservice.com	32	\$4.82	36.8	110
SubTotals:				1.44k

According to our tool, Example, inc ranks in the top 50 on Google for these 5 keywords.

Overall Grade = C

The overall grade is due to:

- Little activity through blogging and social media
- Low organic traffic assessment
- Not using unique title tags.
- Weak Meta Descriptions
- An extensive contact form that allows user to apply for an example quote
- Template style web site design
- Inconsistent local listings