Maintenance and SEO Plan:
yourwebsite.com

Organic Internet solutions to grow your business
watermelon
web works, llc

Maintenance Date: 4/11/2018

Summary: All updates were applied to the site, security checks performed, and health monitoring completed. Overall, the site health is good, though there are some issues we recommend looking into (see bottom of report).

Initial Site Review: Site functionality and display reviewed - no issues found.

Disk Space Check: Ok (3 GB / 5 GB)

Monthly Transfer Check: Ok (2 GB / ∞)

Error Logs: No site errors found.

SSL Review: SSL status checked, SSL enabled and all resources are served over https.

Personally Identifiable Information: All forms, directories, and submitted files reviewed for collection, emailing, and storage of personally identifiable information (PII). An older .csv file with customer names and email addresses was located and deleted, as it is not in active use. There are a number of forms on the site which collect and email PII which we recommend modifying so that no PII is emailed. The specific forms are:

(list of form links)

See recommendations.

WordFence: Latest version installed and configured. Scan complete: Congratulations! No security problems were detected by Wordfence.

Admin File Edit: Disallow file editing privileges via admin disabled for security.

Plugin Review: All plugins were reviewed and are active and secure.

CMS Update: Site already updated to latest WordPress version. No compatibility issues found.

Plugins Update: 10 plugins update: Advanced Custom Fields PRO, Collapse-O-Matic, Contact Form 7, Custom Post Type UI, Google Analytics, If Menu, LiteSpeed Cache, Redirection, Wordfence Security, Yoast SEO. No compatibility issues found.

Themes Update: Parent theme framework updated to latest version. No compatibility issues found.

Compatibility Check: Site was reviewed for CMS, plugin, and theme functionality or display compatibility issues: No issues found.

w3c Compliance: W3C validation scan of site completed with no errors.

Google Webmaster Review:
- **Overview:** Account reviewed. No critical issues found.
- **Index Status:** 125 total indexed.
- **Crawl Errors:** No errors found.
- **Sitemaps:** Sitemap installed and tested with no errors.

- **Structured Data:** 280 items on 171 pages. There are 15 errors detected, each of which is missing 'author' and 'updated' properties, a common flag for WordPress sites. This won't have any effect on SEO, so it can be safely ignored.

- **Mobile Usability:** Currently, your site has no errors.

Gzip Compression and Browser Caching: Gzip compression and leverage browser caching enabled. No significant performance issues detected. Site loading in 0.6 s.

Ecommerce Test: Ecommerce test transaction performed successfully.

SEO Review:

- **Keywords:** Below you will find a list of keywords; please look over these terms to ensure that all of them are appropriate to your business:

  (link to list of keywords)

  Please let us know if you have an existing list of keywords that you'd like to target so that we can compare these to the list we generated and perform a keyword comparison.

  Additionally, you will find your current rankings for these search terms at the URL below:

  (link to rankings for keywords)

- **WordPress SEO:** Latest version installed and configured.

- **Google Analytics Overview:** Google analytics account reviewed – no critical issues.

- **Moz Domain Authority (Max = 100):** 42.38/100

- **Moz Rank:** 5.56/10

- **Alexa Page Rank:** 1,582,673

- **SEO Title and Meta Descriptions:** We recommend incorporating the new keywords we have begun tracking into page titles, meta descriptions, and text content of the most appropriate pages. We also added meta descriptions to 2 top level pages (Careers and About) using text content from these pages. See recommendations for more details.

- **Keyword Analysis:** Since creating our new list of keywords, we have a couple of weeks of relevant ranking data for yourwebsite.com for the terms we were not previously tracking. You can view the latest rankings at the URL below:

  (link to additional ranking data)

- **Schematic Analysis:** We would recommend adding product-specific structured data to the individual product pages. See recommendations for more details.

- **Competitive Analysis:**

Competitive Link Metrics

⬇ Export PDF

| Summary | History |

Compare Your Link Metrics to Your Competitors

Show: Root domain metrics ▾

Total Links	60k	105m ✓	4.3m	292k
Total Linking Root Domains	140	54k ✓	15k	1.1k
Total External Links	745	3.1m ✓	1.6m	10k
Domain MozTrust	5.43	8.75 ✓	7.04	6.22
Domain MozRank	5.13	7.47 ✓	6.71	5.73
Followed Linking Root Domains	118	49k ✓	13k	994
External Followed Links	502	2.7m ✓	1.4m	9.9k
Followed vs.	92%	96%	91%	100%
NoFollowed Links	8%	4%	9%	0%
Followed Linking Root Domains vs.	84%	90%	88%	89%
NoFollowed Linking Root Domains	16%	10%	12%	11%

test.com and sample.com are both extremely authoritative sites with a huge amount of backlinks and age. This will make it difficult for yourwebsite.com to compete against these sites for larger volume, more competitive keywords due to both of these sites' advantages. At this point, it would be more beneficial to produce more content targeting lower volume, more specific keywords. These "long tail" search terms often have more "intent," which is to say that the users who search for these more specific terms are more likely to take a specific action, rather than simply seeking information. They will not provide as much traffic as the high-volume, general search terms, but the traffic will be higher quality and more likely to convert.

However, that is not to say that off-page SEO is not important; on the contrary, judging by your competitors, it is an important metric for competing at the highest levels of this industry. However, that should be more of a long-term effort rather than something that you can expect immediate search ranking improvements from.

- **Social Media:** There are no social media accounts linked from the site. Facebook, Twitter, Youtube, and LinkedIn profiles found but inactive. Consider updating these

profiles and linking between them and the yourwebsite.com website. "Social signals" (essentially the amount of interaction a post gets on Facebook, Twitter, etc) have an effect on SEO - posts and pages that do well on social media see a corresponding jump in search engine rankings.

Additionally, the "yourwebsite" name seems to be in use on a couple of other platforms by users not associated with Your Website Company. Consider at least registering the Your Website Company name on all major social networks, both to link back to yourwebsite.com and also to prevent unaffiliated individuals from claiming the name and possibly attempting to sell it back to you at a later date. Knowem is a useful resource for finding social platforms:

https://knowem.com/checkusernames.php

- **Blog:** A blog is an excellent way to feature new content on the site, which search engines place a high value on. Consider adding a blog to the site with upcoming and recent news and events, and including an automatically generated snippet on the home page. It looks like a blog previously existed at blog.yourwebsite.com- some of the content is still archived via Archive.org, and could be repurposed for a new blog in the future.

- **Online Directories:** As mentioned, registering the Your Website Company name on the most popular social platforms is an easy way to score a few good backlinks while preventing unaffiliated organizations from utilizing the profile name:

- https://knowem.com/checkusernames.php

- **SEO Report:** Below is a snapshot of site traffic for the last 30 days. Traffic is consistent with the levels from the 30-day period immediately preceding it:
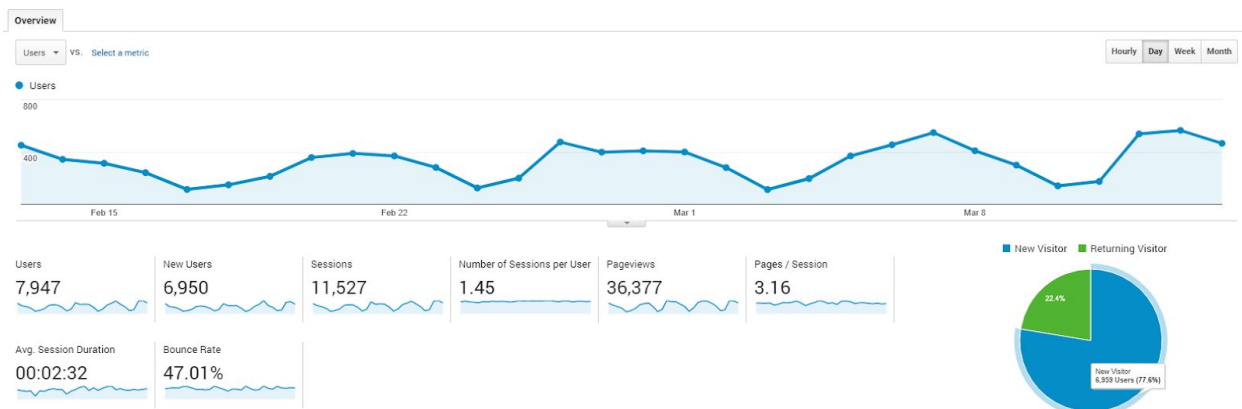
Our latest revisions to the keyword list shows an expected drop in total search visibility for yourwebsite.com. This does not represent a drop in rankings - we are simply looking at a larger pool of keywords, many of which yourwebsite.com does not rank as highly for.
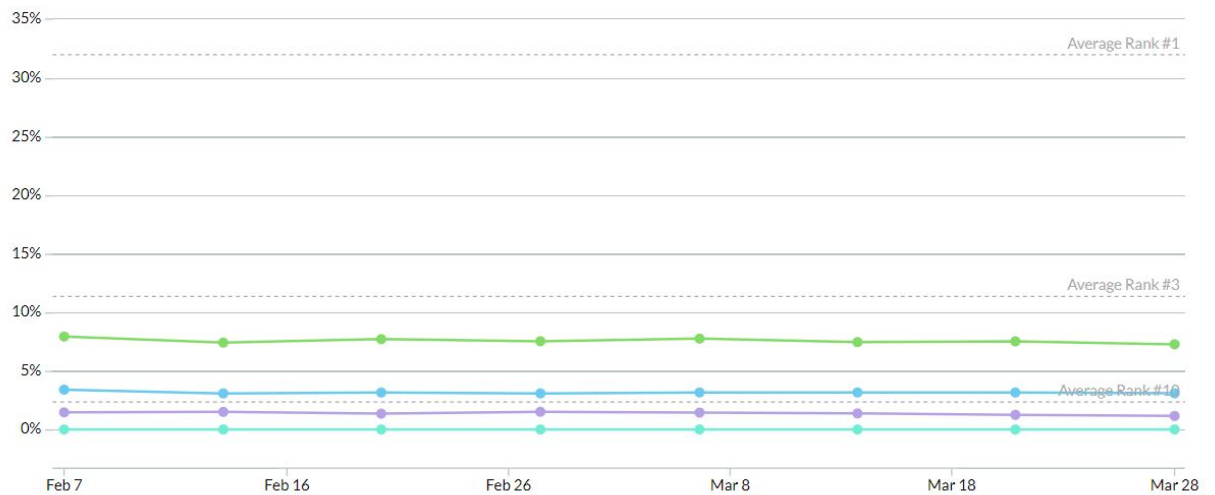
As a result, yourwebsite.com's average rankings dropped due to our inclusion of new data. Also as expected, both of your competitors are better represented in our new keyword pool, since it includes many generic industry terms that these sites were already ranking competitively for:

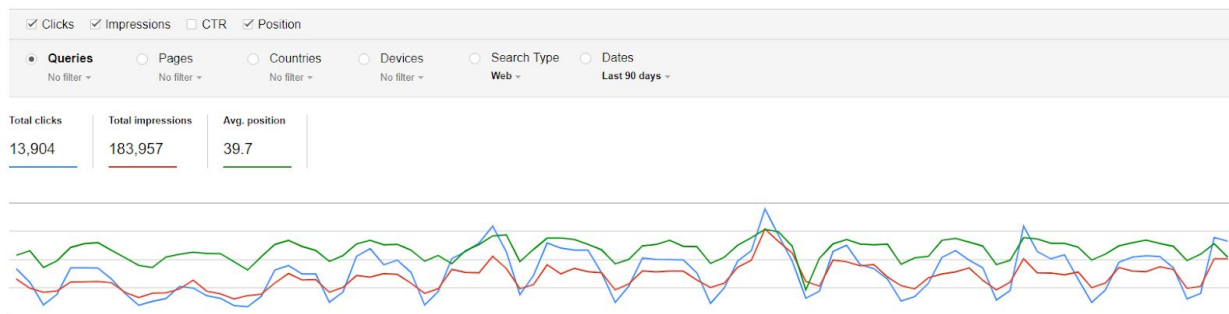Organic search traffic is still rising, but not as steeply. Traffic in 2018 is up ~19% compared to the period immediately preceding it, but traffic for the past 30 days is roughly consistent with traffic from the period before:
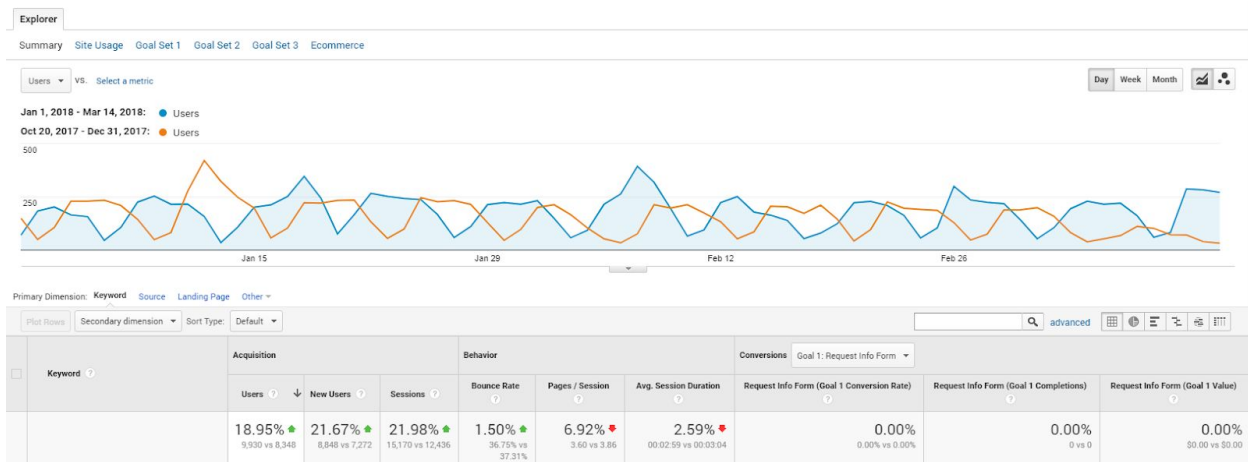
Google Webmaster Tools tell a similar story, with impressions, clicks, and average position all rising over the last 90 days:

As previously mentioned, yourwebsite.com's primary SEO focus should be on incorporating target keywords into relevant pages on yourwebsite.com to improve their chances to move up the rankings and bring in more search traffic. There is a post on our company blog which may provide more insight into optimizing a page to rank for a keyword:

https://www.watermelonwebworks.com/keyword-research-finding-right-terms-target/

Google Webmaster Tools is a great place to see which pages can be optimized the most. The term "sample term" presents a good optimization opportunity:

12	low power ddr3		0	401	26.3	»
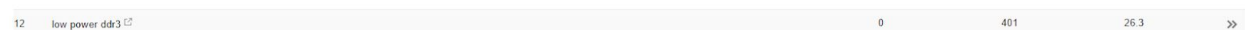
A page on yourwebsite.com (yourwebsite.com/sample-term) is currently sitting on the third page for this term, and received 400 impressions in the last 90 days. Optimizing this page for the

keyword could help it get close to the front page. Seeing 400 impressions for a result on page 3 is a signal that this is a high volume term - it is rare for users to navigate past the first page in Google, and even rare to go further. A little work on this page could mean a substantial increase in traffic to this page and, in turn, the website.

Things you can do yourself that will help the site:

- Actively post new content to social media channels and link them directly back to the website.
- Optimize the site content to ensure that target keywords and search terms are incorporated into relevant pages.

Recommendations:

- The security of personally identifiable information (PII) is a very important consideration to keep in mind when gathering customer data through a web based form. PII is defined as any information that permits the identity of an individual to be directly or indirectly inferred, including any information that is linked or linkable to that individual. You can read more about this here: https://www.watermelonwebworks.com/personally-identifiable-information-pii-protect-customers.
  Since emails can potentially be intercepted and compromise a user's identity, we recommend replacing the current email sent by way of the form here: [website form url] which contains user submitted PII with a simple notification that a form submission has been made along with a link to the WordPress administrative interface which will allow you to view the details of the submission in a secure environment.
- Social media accounts can help with search engine ranking. As such, we recommend actively posting to all your social media channels (Facebook, Twitter, LinkedIN) with content linking back to the website. You can post links to press releases, new events, or news articles and link directly to them on the site. We also recommend registering Your Website Company Name on all main social accounts to build key backlinks back to yourwebsite.com and prevent others from claiming these profiles - https://knowem.com/checkusernames.php
- Including a blog on the site with search engine relevant content and featuring it on the homepage would be an excellent way to keep the site content updated, which is something search engines place a high value on.
- We recommend working with you and using the new keyword list to ensure that all major pages on the site are optimized to rank for the appropriate terms. At minimum, it is important to get the H1 hierarchical tag (aka the page title) optimized on each major page. Other important areas to incorporate target terms include the meta description, the URL, the alt tag of an image on the page, and at least once in the main text content of the page. Using subheadings to target related terms and topics will help this effort further, and interlinking topically-related pages (using target terms for the anchor text of those internal links) will also help move these pages up the ranks for key terms.
- Structured data can help Google's indexer and other robots to understand key details of the content of your page. Getting the product pages set up with structured data

(http://schema.org/Product) will give Google more detailed information on product attributes such as price, weight, reviews, ratings, specs, etc. Google loves data, and the more detailed information you can provide to indexers, the more likely they are to prefer your content over a competitor's and rank it higher in the search results. We can help to implement this for you, as well as the other structured data recommendations from the initial report.

● Both competitor's websites have a wealth of high quality backlinks. While it will take a long time to build yourwebsite.com's backlink profile up to this level, it is an important endeavor. Consider reaching out to related industry sites with the goal of getting a link back to yourwebsite.com. By analyzing the backlink profiles of your competitors, you can even get a head start in finding good sites to reach out to. This is something that we can discuss together and devise a targeted plan of action for.