



# Your Agency SEO Audit

Prepared by: Danny McKeever/Apis Productions Methodology

Used: SemRush, Google Analytics, Google Search Console, & ScreamingFrog SEO

## OVERVIEW

Youragency.net is a well-built site with established authority in the Broker General Agency space. The basic SEO benchmarks are very positive. Site speed and loading times are excellent. From a content perspective, several keywords are ranking in the top 10 of search engines. However, there are competitors that are ranking for more keywords and have a greater keyword density. Additionally, the technical audit uncovered some issues that should be addressed to achieve an even higher standing in the search engines. Due to these issues, the overall site health metric comes in at 72%. Correcting these issues should raise that score considerably. The goal for site health is 90% and higher.

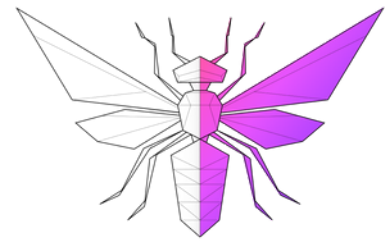
### Actionable Next Steps:

- Address the issues uncovered in the Technical Audit
  - Clean up the sitemap
  - Fix broken links
  - Fix the photo/URL issue
  - Alter the multiple h1 tag issue
  
- Focus on keywords
  - Continue to write quality blog posts
  - Map out which words you want to win over your competitors
  - Be sure to link from one article to another when relevant



## Technical Audit:

- Missing Meta Description on 129 pages (89 are relevant)
  - Meta descriptions tell search engines what a page is about. They use this to improve query/response delivery.
  - Opportunities exist for keyword enhancement by correcting this
- Sitemap contains outdated or incorrect pages (64 incorrect pages)
  - The sitemap tells the search engines the layout of the website. They should be kept up to date.
  - Removing pages with non-canonical URLs would solve this problem
- Photos on the site are creating non-canonical pages
  - The images on the website are clickable and lead to a new URL that is not relevant.
  - Images should be altered in the WordPress dashboard so that this does not happen.
- Broken internal links (18 in all)
  - Critical but easy fix. These links should be updated or removed from the affected pages.
- More Than One h1 Tag (10 pages)
  - Header or h1 tags act as titles for search engines. There should only be one per page.
  - This is easily corrected by making one of the h1 tags on the affected page either an h2, h3, or paragraph tag.
- Page Speed
  - No issues detected in Google Search Console
- Duplicate Content
  - No issues. No duplicate content



## TECHNICAL AUDIT CONCLUSION:

The issues uncovered in the technical audit are not egregious on their own, but taken together, could cause a drag on search rankings and should be corrected. The largest culprit that affects a number of the issues raised centers around the image linking to new URLs that contain only the image and are unnecessary. Fixing this issue and resubmitting the sitemap would clear up a large portion of existing problems. The other issues are not quite as tedious in their remedy and could be addressed quickly. Overall, the site hits important benchmarks for speed, content, and accessibility.

## Keywords and Positioning:

### ➤ Rankings

- youragency.net has 33 keywords that are ranked in the top 10 of Google
- Of those, 22 keywords rank in the top 5 and 4 keywords rank #1
- Some of these are merely names, such as employee names, but others, such as “no load vul” , “commission free life insurance”, and others are the result of blogposts that are driving visitors to the website.

### ➤ Competition

- Competitors who are beating you out on certain keywords are doing so because of the large volume of keywords that they have targeted with their site or posts.
- Direct competitors in your space who rank higher for your keywords are within striking distance. Attention (blogposts) paid to these keywords should put you on top where you are close.

•

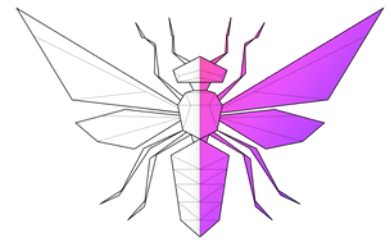
## Google Analytics:

### ➤ Visitors (3005)

- In the past month, 3005 people have visited the website.
- The vast majority visit the home page, though several hundred visit a blog post

### ➤ Pageviews (8,121)

- In the past week, there have been 8,121 pageviews on the website for these 3005 visitors, implying that many of your visitors view more than one page of the website.



➤ Time on Page

- Breaking down the time visitors spend on different pages of your website shows that visitors are, in fact, reading your blog posts. With many visitors spending upwards of 6 minutes on those pages
- The overall average time spent on a page is 1 minute 32 seconds. This is reasonable considering some pages, such as the login page, take only a few seconds.

➤ Bounce Rate (65.09 %)

- The bounce rate is within the range of average, albeit on the high end of the range. The bounce rate shows how often someone arrives on a page of the website and then leaves without interacting with it.
- Of note are the blog posts, which have higher bounce rates than many other pages. This means that people are coming to the blog post, reading it, and then leaving your website. While this may be somewhat intentional, (i.e. you promote the post on LinkedIn, people read it, and leave) it may be beneficial to create a call to action of some sort with each post.

➤ Audience Acquisition: Direct

- The vast majority of your visitors, 74.25% access your site directly (either through a bookmark or by typing your URL into the address bar)

➤ Audience Acquisition: Organic

- This is important! Your blog posts are generating organic traffic. Nearly 20% of your traffic. Some 570 visitors found you because of a google search for a keyword you rank for. While these numbers are encouraging, I imagine they could be even higher. Continued blog article writing with a focus on a few important keywords and phrases will strengthen your organic numbers while lifting up other posts that you have already written.

➤ Audience Acquisition: Social

- This is an area that can improve dramatically. LinkedIn, your best referral source, netted 44 visitors in the past month whereas Facebook netted 4 visitors  
A shift in focus to amplify your posts on both of these platforms could go a long way to improving your overall traffic