



SEO Audit  
Example Client

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## 2/24/2017 – Initial Site Audit – Organic Search – example.inseev.com

The following document lays out Inseev Interactive’s SEO analysis of the example.inseev.com web property.

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## Executive Summary

- From a high-level, here are the major takeaways from the Inseev.com audit:

### **Relevancy**

- The site has a wide breadth of keyword rankings, and highly optimized category pages based on previous keyword research.
- There are some issues with pages using a duplicated title tag of “Search Results” that we need to fix, as well as product page title tags that are not user-friendly.
- The H1 tags across the site are the same, and the H1 class wrapping the logo needs to be removed.
- We should discuss editing category pages or creating an SEO category page template that has a small area for header and footer text.
  - o If this is possible, we should create content for the top pages and use the content to internally link the site together.
- We should discuss creating some of the category pages we originally had but no longer exist, such as the /example-product page.
- We should discuss reviving the blog with relevant top-of-the-funnel “how-to” content to increase relevancy for key buckets of terms and bring in additional organic traffic.

### **Indexability**

- The site has a number of technical issues based on the size and complexity of filters available.
- The largest areas for opportunity are around cleaning up what is in the index. To do so we should:
  - o Noindex all duplicate product pages.
  - o 301 all http:// URLs to the https:// version.
  - o Update all canonical links to be absolute URLs rather than relative URLs.
- Page speed scores are very low. We should discuss optimization and creating a process around optimizing images before adding them to the site.

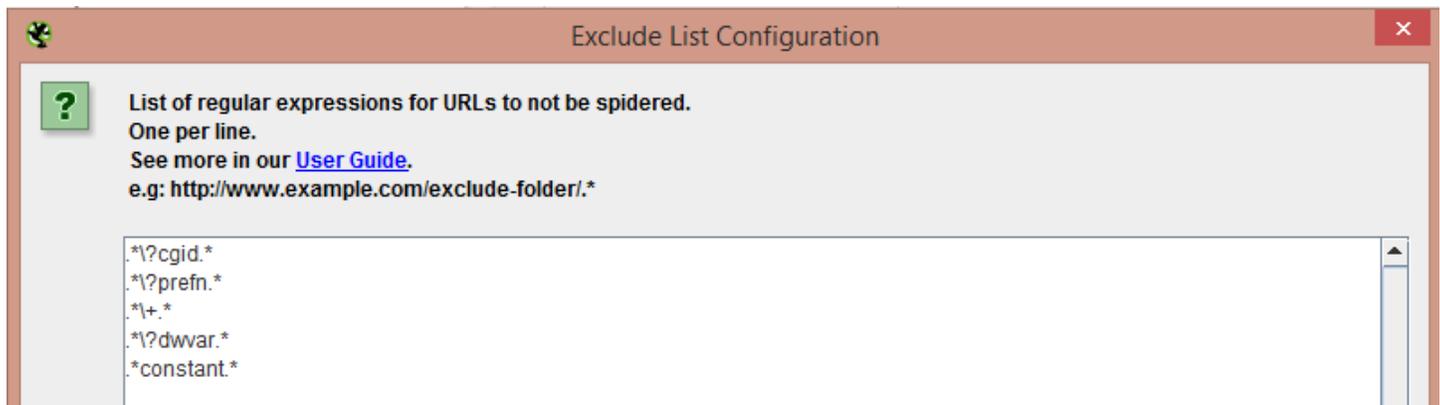
### **Authority**

- The site has a large amount of authority accrued over the years, but there are large areas for opportunity to earn strong inbound links via reclamation tactics and partnerships.
  - o We are moving forward with outreach starting 3/1.
- We should continue to seed TPP links with targeted anchor text to category pages and use these as a lever to push up rankings throughout the SEO campaign.

## On-Page Elements

### URLs / Pages

- Our initial crawl of the site found there were potentially 1,000,000+ unique URLs on Inseev.com. These pages are status 200 and created due to filters and the architecture of the site.
  - o An example of some filters pages are below:
    - <http://www.example.inseev.com/example-filter1>
    - <http://www.example.inseev.com/example-filter2>
- As our crawler is unable to digest a site this large, we excluded all pages with filter parameters in the URLs, as well as pages that have “/constant” in the URL, as these are category pages with filters:
  - o <http://www.example.inseev.com/example/constant/example+example/>
    - Both types of these pages will be addressed in detail during the technical section of the audit during the duplicate content assessment.
- Below are the regex expressions we used to exclude URLs from our crawl:



- Excluding these we crawled the site and found 1,691 status 200 pages that are accessible from the homepage that do not contain characters from our exclusion list.
- The following is a categorical assessment of the site that we were able to crawl, as can be seen below, to provide a high-level view of the site structure:

Page Type	# of URLs
https://	846
category	271
product	251

product - duplicate	232
category - pagination	85
admin	4
home	2
<b>Grand Total</b>	<b>1691</b>

- An explanation of each page type is as follows:
  - *Https://* pages are duplicate versions of *http://* URLs that have internal links pointing to the *https://* version
    - As the *https://* URLs are duplicates of the *http://* version and 95% of traffic from Google enters the site via *http://* URLs we will ignore the *https://* URLs in the on-page section. These pages will be addressed in the technical section.
  - *Product* pages are individual product pages
  - *Category* pages are standard groups of product pages
  - *Product - duplicate* pages are status 200 product pages loading in the */on/demandware.store* folder
    - An example of a “Product - Duplicate” page can be seen here:
      - [http://www.example.inseev.com/on/example.store/Sites-Inseev\\_US-Site/default/Product-Variation](http://www.example.inseev.com/on/example.store/Sites-Inseev_US-Site/default/Product-Variation)
      - These pages will be ignored during the on-page assessment as these are duplicates of product pages and we will address them in the technical assessment.
  - *Category - Pagination* pages are category pages that have multiple pages
  - *Admin* pages are pages created to inform a user of shipping information or other administrative information
  - *Home* is the homepage, and any duplicates of the homepage
- Product pages use the following URL format:
  - <https://www.example.inseev.com/exmple/example.html>
    - This is an acceptable format and we have no suggestions here.
- Category pages were optimized during the new site’s construction and rollout.
  - We have no suggestions but should continue optimizing pages as new categories are rolled out throughout the year.
- The admin and home page have standard URLs and do not need to be addressed.

## Title Tags

- Title tags are the most important place on a page to communicate keyword relevance to a search engine (aside from the URL itself).

- Recently Google increased the length of title tags, and the average optimal length is 57 characters. In general we want title tags to be under 60 characters so they are not truncated in the search results. There is only one page with a title tag over 60 characters:
  - o <https://www.example.inseev.com/example-all/>
- All title tags can be found in the tab labeled “Title Tags” in the accompanying spreadsheet.
  - o Moving forward all title tags should be under 60 characters.
- Every title tag on the site is duplicated due to https:// versions of the pages existing. After removing these URLs, there are still duplicate title tags:
  - o Duplicate title tags from paginated pages:
    - These are not a cause for concern, although ideally the title tag would indicate a page number

Address	Page Type	Title 1
<a href="http://www.example.inseev.com/category/all-category/">http://www.example.inseev.com/category/all-category/</a>	category	All Example Product by Inseev - View our Entire Collection
<a href="http://www.example.inseev.com/category/all-category/?sz=75&amp;start=0">http://www.example.inseev.com/category/all-category/?sz=75&amp;start=0</a>	category - pagination	All Example Product by Inseev - View our Entire Collection
<a href="http://www.example.inseev.com/category/all-category/?sz=75&amp;start=150">http://www.example.inseev.com/category/all-category/?sz=75&amp;start=150</a>	category - pagination	All Example Product by Inseev - View our Entire Collection
<a href="http://www.example.inseev.com/category/all-category/?sz=75&amp;start=225">http://www.example.inseev.com/category/all-category/?sz=75&amp;start=225</a>	category - pagination	All Example Product by Inseev - View our Entire Collection
<a href="http://www.example.inseev.com/category/all-category/?sz=75&amp;start=300">http://www.example.inseev.com/category/all-category/?sz=75&amp;start=300</a>	category - pagination	All Example Product by Inseev - View our Entire Collection
<a href="http://www.example.inseev.com/category/all-category/?sz=75&amp;start=375">http://www.example.inseev.com/category/all-category/?sz=75&amp;start=375</a>	category - pagination	All Example Product by Inseev - View our Entire Collection
<a href="http://www.example.inseev.com/category/all-category/?sz=75&amp;start=75">http://www.example.inseev.com/category/all-category/?sz=75&amp;start=75</a>	category - pagination	All Example Product by Inseev - View our Entire Collection

- o Product pages that have color/style variations:

Address	Page Type	Title 1
<a href="http://www.example.inseev.com/category/style1.html">http://www.example.inseev.com/category/style1.html</a>	product	BK BANKS
<a href="http://www.example.inseev.com/category/style2.html">http://www.example.inseev.com/category/style2.html</a>	product	BK BANKS
<a href="http://www.example.inseev.com/category/style3.html">http://www.example.inseev.com/category/style3.html</a>	product	BK BANKS

- These ideally should have unique title tags based on the product title and variant. We should **discuss implementation**.

- o There are 85 pages that use the title tag “Search Results”

Address	Page Type	Title 1
<a href="http://www.example.inseev.com/category/">http://www.example.inseev.com/category/</a>	category	Search Results
<a href="http://www.example.inseev.com/category/page1/page2/">http://www.example.inseev.com/category/page1/page2/</a>	category	Search Results

http://www.example.inseev.com/category/page1/page2/	category	Search Results
http://www.example.inseev.com/category/all-category/	category	Search Results
http://www.example.inseev.com/category/page1/all-page2/	category	Search Results
http://www.example.inseev.com/category/page1/page2/all-page3/	category	Search Results

- We should optimize these tags.
- Product pages use the title of the product in all caps and then “Inseev (US)” appended to the end like this:
  - EXAMPLE PRODUCT – Inseev (US)
    - We should change this to be more user-friendly and read:
      - “Example Product | Inseev – Example Slogan”
- Category pages have optimized title tags based on the initial research we did last September.
  - As mentioned above, there are some pages using “Search Results” as the title tag, and these are the ones we’ll want to fix.
- The homepage has an optimized title tag based on our initial research.

## San Diego SEO Company | SEO Services from Inseev Interactive

<https://www.inseev.com/> ▼

We are a San Diego based full service online marketing firm with core competencies in search marketing and analytics.

SEO Audits · Link Building · White Hat Linking

## H1 Tags

- Behind URLs and Title Tags, the H1 is the most important place on the page to indicate keyword relevance to search engines.
- The entire site wraps the primary logo in an H1 tag.
  - Google reads the first H1 on a page as the H1 it should use to determine keyword relevance.
    - We are losing the benefit of having optimized H1 tags, and we should remove the H1 class on the logo.

Address	H1-1	H1-1 length
http://www.example.inseev.com/home	Inseev	6
http://www.example.inseev.com/category/title-tag/	Inseev	6
http://www.example.inseev.com/category/title-tag.html	Inseev	6
http://www.example.inseev.com/category/category/title-tag/	Inseev	6
http://www.example.inseev.com/title-tag/	Inseev	6
http://www.example.inseev.com/category/featured/title-tag/	Inseev	6
http://www.example.inseev.com/title-tag/	Inseev	6

<a href="http://www.example.inseev.com/title-tag/">http://www.example.inseev.com/title-tag/</a>	Inseev	6
<a href="http://www.example.inseev.com/title-tag/">http://www.example.inseev.com/title-tag/</a>	Inseev	6
<a href="http://www.example.inseev.com/category/category/title-tag/">http://www.example.inseev.com/category/category/title-tag/</a>	Inseev	6

- After this is removed we should **update all category H1 tags to be the primary keyword.**

## Alt Tags

- Alt tags on category pages are better than the typical alt tags we see, which are generally blank.
  - Below is the alt tag on the header image for the /example product page:

```

▼ <div class="content-slot slot-grid-header category-top-slot">
  ▼ <picture>
    <source media="(min-width: 320px)" srcset="http://demandware.edgesuite.net/bbbn_prd/on/demandware.static/-/Lib_ets/in-line/example-performance/run/lifestyle/men-run-secondary_md.jpg">
    <img alt="Mens Run" srcset="http://demandware.edgesuite.net/bbbn_prd/on/demandware.static/-/Lib_ets/in-line/example-performance/run/lifestyle/men-run-secondary_sm.jpg">
  </picture>

```

- Below is the alt tag on the header image for the /example page

```

▼ <picture>
  <source media="(min-width: 818px)" srcset="http://demandware.edgesuite.net/bbbn_prd/on/demandware.static/-/Lib_ssets/punks-poets/bubba-watson/lifestyle/bubba-watson-secondary_lg.jpg">
  <source media="(min-width: 426px)" srcset="http://demandware.edgesuite.net/bbbn_prd/on/demandware.static/-/Lib_ssets/punks-poets/bubba-watson/lifestyle/bubba-watson-secondary_md.jpg">
  <img alt="Men's Performance Golf" srcset="http://demandware.edgesuite.net/bbbn_prd/on/demandware.static/-/Lib_ssets/punks-poets/bubba-watson/lifestyle/bubba-watson-secondary_sm.jpg"> == $0
</picture>

```

- Alt tags are not a major ranking factor but they do have some bearing on rankings and it is a best practice to include the page's preferred keyword in at least one alt tag on a page (provided that there is at least one image). Although it is low priority, we recommend **editing the alt tags on category pages to include the primary keyword.**

## Description Tags

- Description tags are not a direct factor in ranking a page, but they are a huge factor in whether or not someone clicks on your listing, which in turn can help rankings.
- Product pages are pulling the meta description directly from the description field on the page.
  - <http://www.example.inseev.com/a.i-armband/M558A17AIA.html>

## DESCRIPTION

Example description

## SEO Services & Consulting - Inseev Interactive

<https://www.inseev.com/san-diego-seo-consultant/> ▼

**Search Engine Optimization** is one of the most powerful inbound marketing channels, if not the most powerful. Search engines like Google and Bing keep ...

- These are actually good meta descriptions, and we have no suggestions for product pages.
- Category pages are using meta descriptions written during our optimization project

## Website SEO Audit | Inseev Interactive

<https://www.inseev.com/website-seo-audit/> ▼

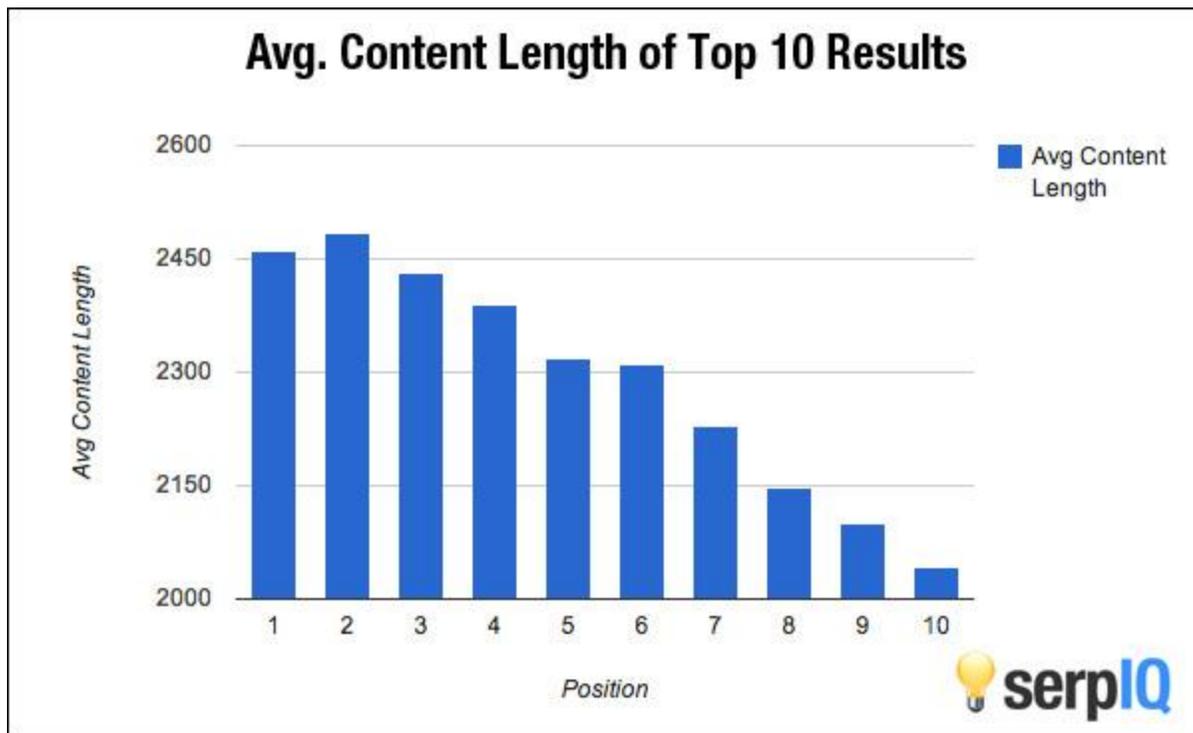
Our website **SEO audit** is 30+ pages of observations, reporting, analysis, and actionable recommendations catered specifically to your company's website.

- There are a number of pages that are using the meta description "Inseev."
  - These are mostly the same pages using "Inseev" as the title tag as well.
  - The full list can be found on the tab labeled "Inseev Description Tags."

URL	Page Type	Meta Description
<a href="http://www.example.inseev.com/on/demandware.store/Sites-Inseev_US-Site/default/CustomerService-Show">http://www.example.inseev.com/on/demandware.store/Sites-Inseev_US-Site/default/CustomerService-Show</a>	admin	Inseev
<a href="http://www.example.inseev.com/sitemap">http://www.example.inseev.com/sitemap</a>	admin	Inseev
<a href="http://www.example.inseev.com/stores">http://www.example.inseev.com/stores</a>	admin	Inseev
<a href="http://www.example.inseev.com/privacy-policy/aboutcookies.org">http://www.example.inseev.com/privacy-policy/aboutcookies.org</a>	admin	
<a href="http://www.example.inseev.com/category/">http://www.example.inseev.com/category/</a>	category	Inseev
<a href="http://www.example.inseev.com/category/">http://www.example.inseev.com/category/</a>	category	Inseev
<a href="http://www.example.inseev.com/category/">http://www.example.inseev.com/category/</a>	category	Inseev
<a href="http://www.example.inseev.com/category/featured/product/">http://www.example.inseev.com/category/featured/product/</a>	category	Inseev
<a href="http://www.example.inseev.com/category/featured/product/">http://www.example.inseev.com/category/featured/product/</a>	category	Inseev

## Text-on-page

- The average page ranking in the top 10 of Google has over 2,000 words on the page



- Although this is primarily for editorial queries, it still gleans insight into the type of pages Google is comfortable with ranking.
- Product pages have a short description, but as they are not a primary driver of non-brand traffic and never will be, there is no need to increase the amount of on-page text.
- Category pages have no content, other than the example/category page.
  - o The content on this page is an awesome start, but normally we like to include 300-500 word footers with robust semantical keyword research, internal links, and a short above-the-fold header.
  - o /category page example:

## THE INSEEV APPROACH TO Facebook Advertising

Your Facebook marketing company takes a multi-pronged approach to your advertising endeavors which boosts your visibility, strengthens your customer engagement, and ultimately generates more leads for your business. And as Google works to integrate social signals into their ranking algorithm, Facebook can act as an important review platform, allowing your customers to rate your company and leave valuable feedback.

**GIVE US A CALL TODAY TO SEE HOW OUR FACEBOOK MARKETING SERVICES CAN WORK WITH YOUR CURRENT SOCIAL MEDIA STRATEGY.**

- The following is an example of a site that uses a short header on category pages. It captures brand voice, uses a keyword, and helps increase the relevance for the category page itself.
  - <http://www.cartier.com/en-us/collections/watches/mens-watches.html>



- The following page by Fossil uses footer text in a “Read More” drop-down:
  - <https://www.fossil.com/us/en/men/watches.html>

# FOSSIL

WOMEN MEN WATCHES BAGS WALLETS JEWELRY WEARABLES GIFTS SALE CUSTOMIZE

## DISCOVER THE TIMELESS STYLE OF OUR MEN'S WATCHES

Part effortless cool, part extreme functionality—we've designed our watches for men as an ideal wrist essential for now, and for years to come. With an array of sizes, bands and movements to choose from, there is a timepiece made to fit his always-changing life and style.

Each season, our men's watches represent Fossil's spirit of freedom and authentic adventure. Designed with a thick leather strap and rich dial, our chronograph movements are housed in a perfect mid-size case. The result? A modernist take on a travel-ready classic. There's nothing quite like our one-of-a-kind Grant watch. With a new slim silhouette, this wrist essential balances the streamlined appeal of a dress watch with masculine details for an all-around timeless look.

## WELL-DESIGNED WATCHES FOR MEN TAKE CENTER STAGE

Harkening to the industrial innovation of 1950s America, Modern Machine watch channels masculine cool with durable utilitarian details. With our update of the Fossil classic, we've magnified the proportions and refined the toping for a rugged effect. Our aeronautically inclined Aeroflite watch combines the clean lines of the mid-century with the modern looks of today. Freshened for fall in super-wearable stainless steel, it's an ideal timepiece for today. A one-of-a-kind gift for the guy that has everything? Our exquisite Swiss men's watches are the perfect union of American ingenuity and Swiss craftsmanship.

## WATCHES FOR MEN: IT'S TIME TO COMMIT

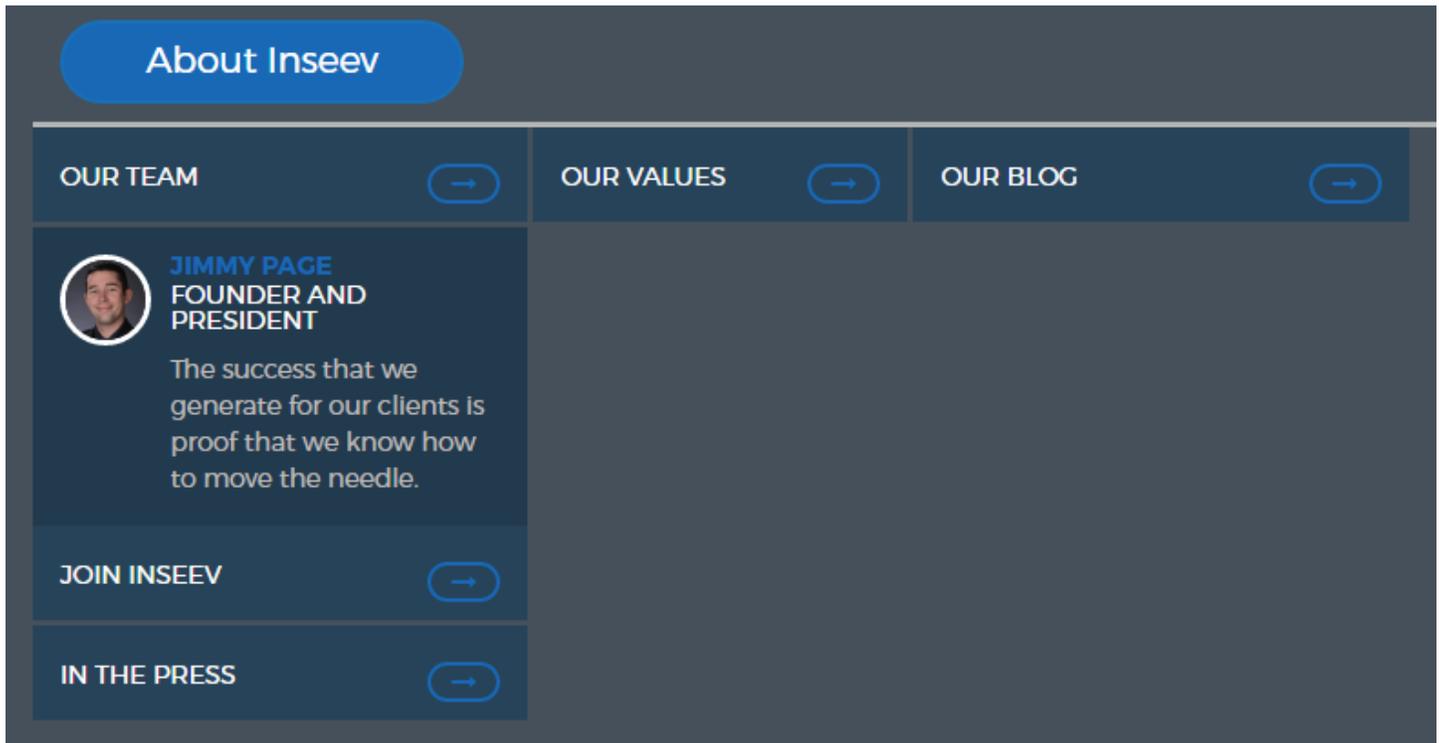
Whether you choose rich leather or metal, a mechanical movement or a traditional three-hand, keep it classic with our eternally stylish must-haves that only get better with age. Our automatic watches and mechanical watches add a new level of innovation that sets our styles apart from the rest. A strong performance essential—our sport watches for men feature a ready-for-action design that goes the distance with style. In hues of tan, smoke and eggshell, our new neutral leather and stainless steel watches for him make the perfect complement for a classic closet.

[CLOSE](#)

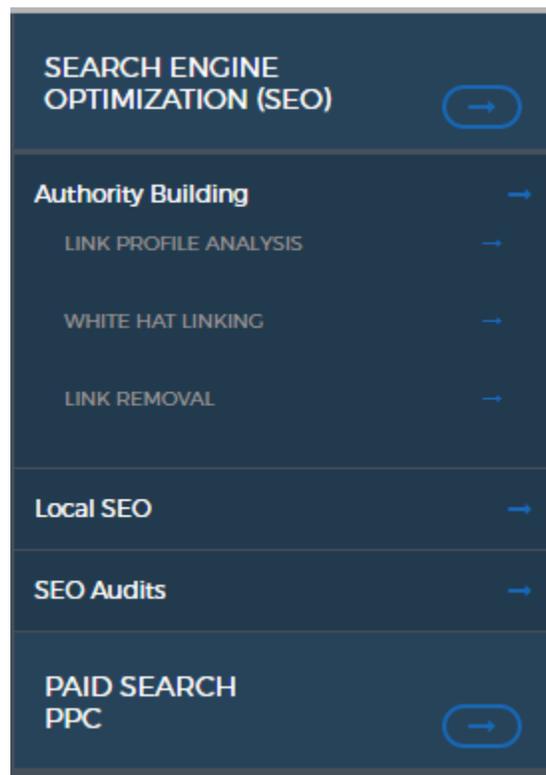
- Placing the text behind a “Read More” drop-down devalues the text to search engines, but it is better than no text. This is the divide between design/UX and SEO, as there is always a balance necessary.
  - We should discuss the implications of adding text to category pages, and run a test with a control/test group to see if adding text impacts the pages positively.
- The homepage currently has no text.
  - It would be beneficial to have text added to the homepage.

## Internal Linking & Navigation

- The top-level navigation is a mega-menu with a number of drop-downs and hundreds of internal links.
  - The primary navigation is the easiest place to display prominence for a page on a website.
  - This is an excellent top-level navigation and we have no current suggestions.



- There is a robust left-rail navigation that links to related categories on category pages:
  - o This is a great strategy and we have no current recommendations.



- The largest area of opportunity with internal linking on Inseev.com is between related pages and categories with optimized anchor text.
  - o There are currently no internal links with optimized anchor text pointing between pages.
    - We should **create an internal link map if we have the ability to create copy on pages.**

## Social integration

- There is currently no evidence for social signals in ranking factors, but social does play a major part in earning natural links. There is also a high correlation between sites that perform well in social and rankings.
- There are links to social profiles in the footer:



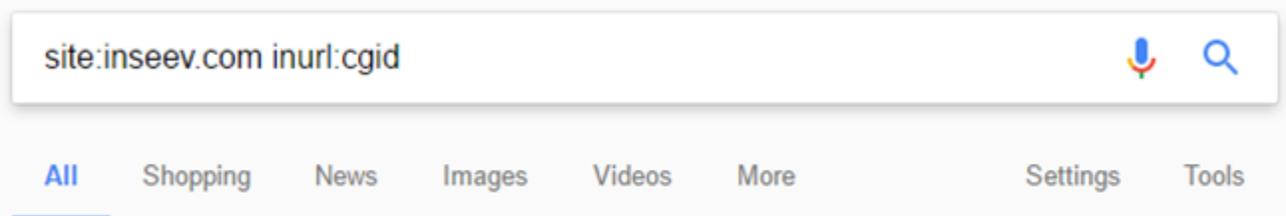
- Share functionality can increase the number of natural links and visitors.
  - o There is share functionality on product pages:



## Technical Assessment

### Duplicate Content & Canonicalization

- Large-scale duplicate content on a site can send low-quality signals to Google and hurt search performance.
- There are multiple issues with duplicate content on Inseev.com, each of which is described below:
  - o **Https:// vs. http:// URLs**
    - This is addressed in its own section in the technical assessment
  - o **Parameter: ?cgid=**
    - There are at least 1,180 results in the Google index containing this parameter



About 1,180 results (0.66 seconds)

- This parameter is appended to product URLs as a breadcrumb indicating what category a user came from
- These URLs have a self-canonical tag but the canonical is not being respected by Google, or the canonical tag was recently added and these pages have not yet been re-crawled
  - All canonical tags on the site use relative paths, rather than absolute URLs

```
<link rel="canonical" href="/funkadelic/W115A17FUN.html"/>
</head>
<body>
```

- Google suggests that canonical tags use absolute paths rather than relative ones

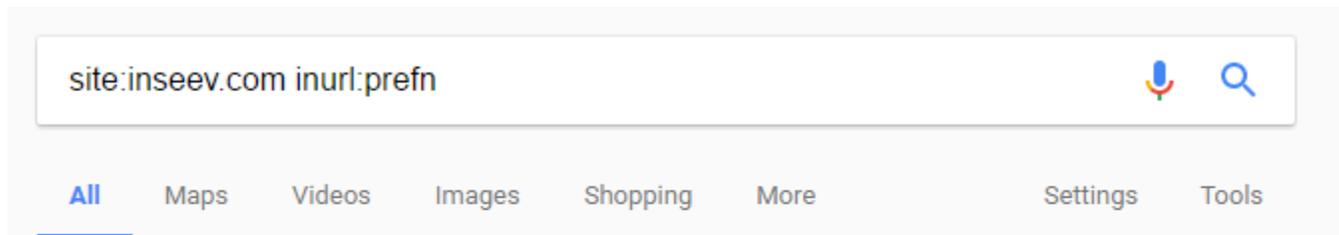
This indicates the preferred URL to use to access the green dress post, so that the search results will be more likely to show users that URL structure. (*Note: We attempt to respect this, but cannot guarantee this in all cases.*)

**Avoid errors:** use absolute paths rather than relative paths with the `rel="canonical"` link element.

Use this structure: `https://www.example.com/dresses/green/greendresss.html`

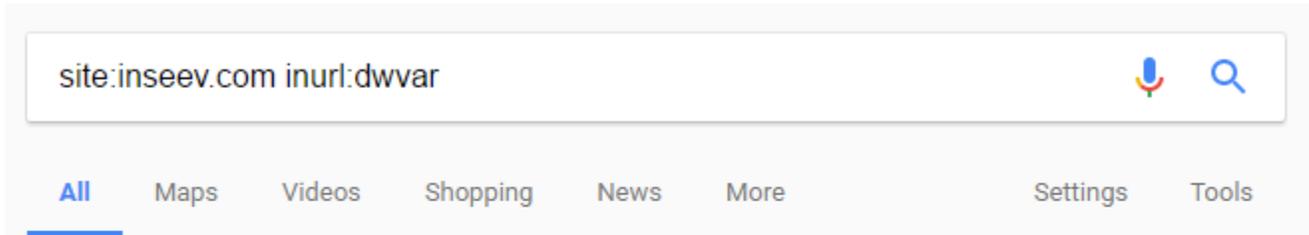
*Not* this structure: `/dresses/green/greendress.html`.

- As a first step we should **change all canonical URLs to point at the absolute https:// version of the URL** in the hope that this removes the parameter URLs from the index
  - These are in the URL parameters section of Inseev.com's Google Search Console, but not included in the robots.txt
- **Parameter: ?prefn=**
  - There are no ?prefn= parameter URLs in the index



- There is no discernible difference in the canonical/parameter directives, meaning Google may be indexing ?cgid parameters because of their architectural prominence

- **Parameter: ?dwvar=**
  - There are no ?dwvar= parameter URLs in the index



Your search - **site:inseev.com inurl:dwvar** - did not match any documents.

- **Parameters in Search Console**
  - Currently all pages with parameters are labeled as “Let Googlebot decide”.
  - In addition to updating page canonicalization, we can **also change the URL Parameters directive to help expedite the correct indexing process.**

## URL Parameters

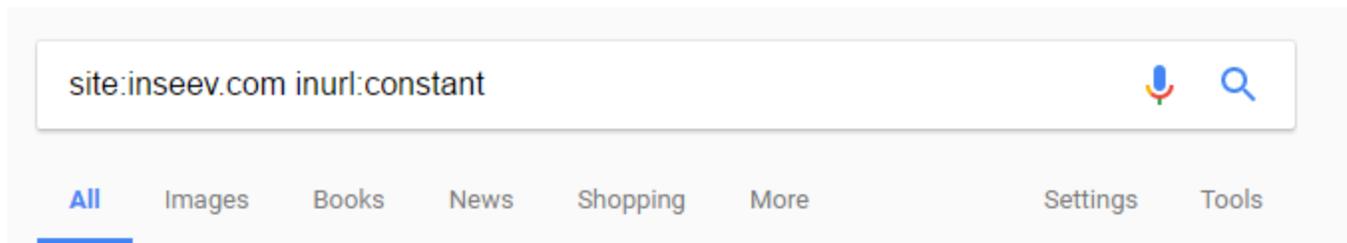
The table below shows the URL parameters configured for your site. Only site owners and users with full permissions can add and configure parameters.

Download this table

Show 50 rows 1-26 of 26 < >

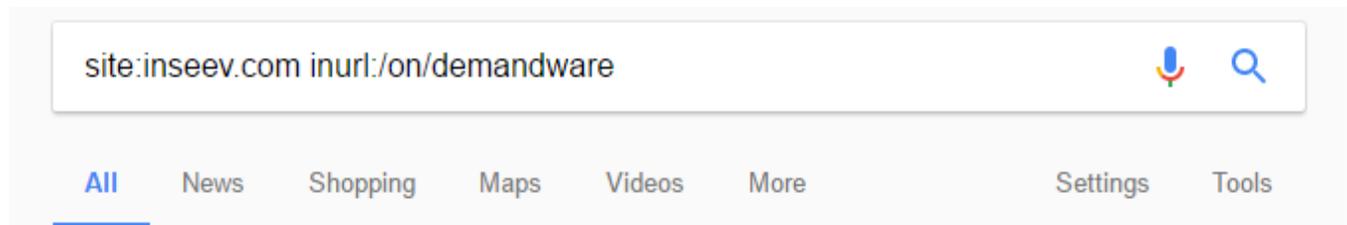
Parameter	URLs monitored ▲	Configured	Effect	Crawl
prefv1	1,624,373	-	-	Let Googlebot decide
prefn1	1,624,373	-	-	Let Googlebot decide
prefv2	1,051,411	-	-	Let Googlebot decide
prefn2	1,051,411	-	-	Let Googlebot decide
sz	247,807	-	-	Let Googlebot decide
start	247,807	-	-	Let Googlebot decide
srule	244,232	-	-	Let Googlebot decide
dwcont	127,308	-	-	Let Googlebot decide
cgid	12,124	-	-	Let Googlebot decide
pid	9,262	-	-	Let Googlebot decide

- **Filter URLs using “constant” in the URL**
  - <https://www.example.inseev.com/category/constant/example>
  - These are all canonicalized back to the base category, but there are still 6,000+ in Inseev’s URLs with “constant” in the URL present in the index



About 6,100 results (0.29 seconds)

- We should follow the same course of action as with other parameters that are being ignored.
- **Duplicate product pages**
  - [http://www.example.inseev.com/on/demandware.store/Sites-Inseev\\_US-Site/default/Product-Variation?pid=B526A17SAN&dwvar\\_B526A17SAN\\_color=&dwvar\\_B526A17SAN\\_size=L](http://www.example.inseev.com/on/demandware.store/Sites-Inseev_US-Site/default/Product-Variation?pid=B526A17SAN&dwvar_B526A17SAN_color=&dwvar_B526A17SAN_size=L)
    - There are at least 2,300 URLs in the index like this:

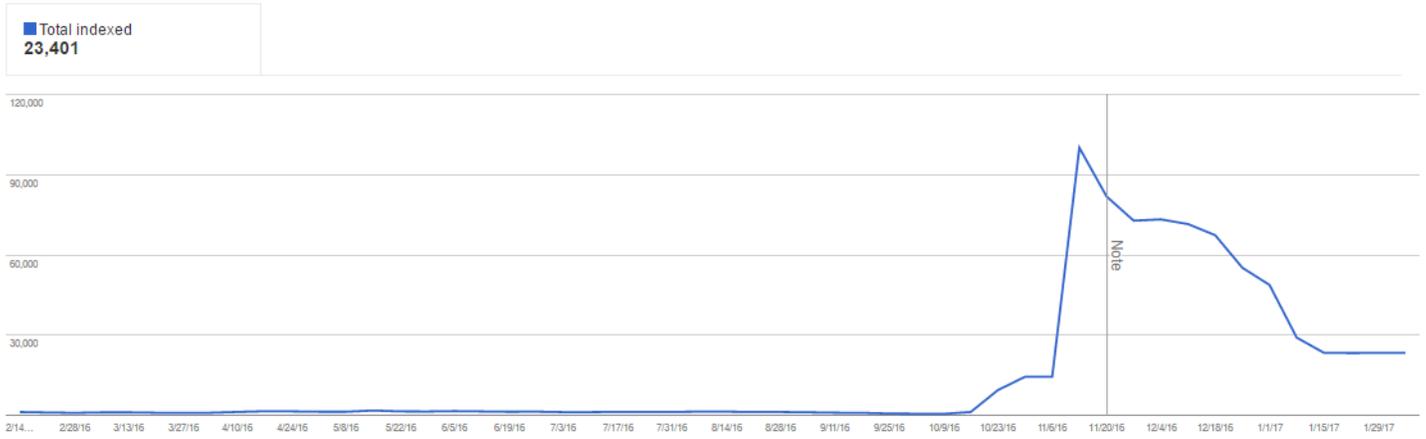


About 2,330 results (0.71 seconds)

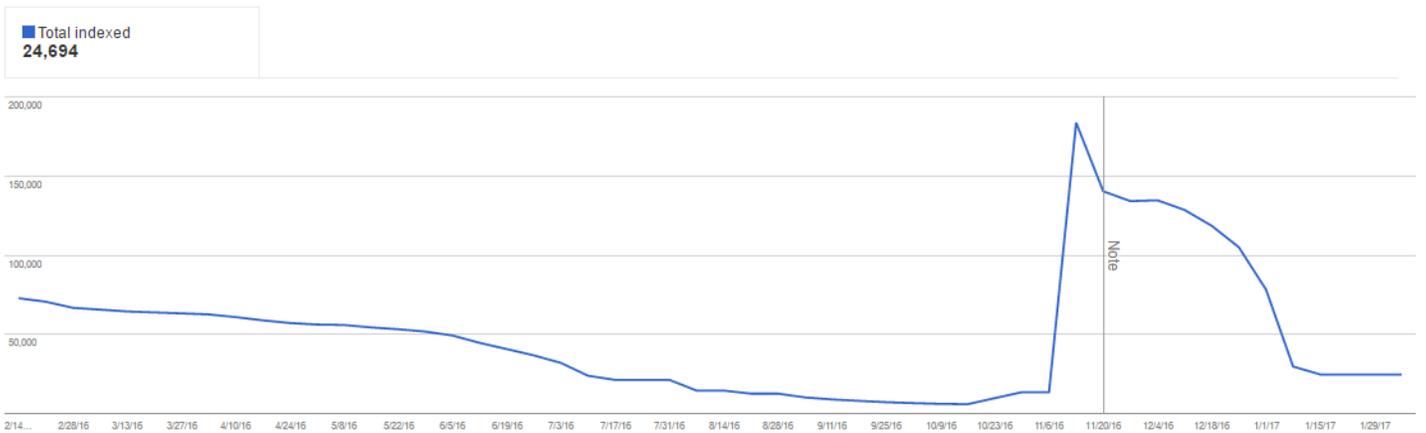
- These pages should all be noindexed.
- **Paginated category pages**
  - <http://www.example.inseev.com/category/?sz=75&start=150>
    - These pages are created from when more than 75 products are on a single page
    - These do not present a risk to the search profile, but a `rel="next"` and `rel="prev"` tag should be added to each
- **Duplicate home page**
  - There is one version of the homepage that loads at [www.example.inseev.com/home](http://www.example.inseev.com/home)
    - This needs to be 301'ed to the base version of the domain

## Index Status

- There are both `http://` and `https://` URLs in the Google index
- Index status for `http://` URLs can be seen below

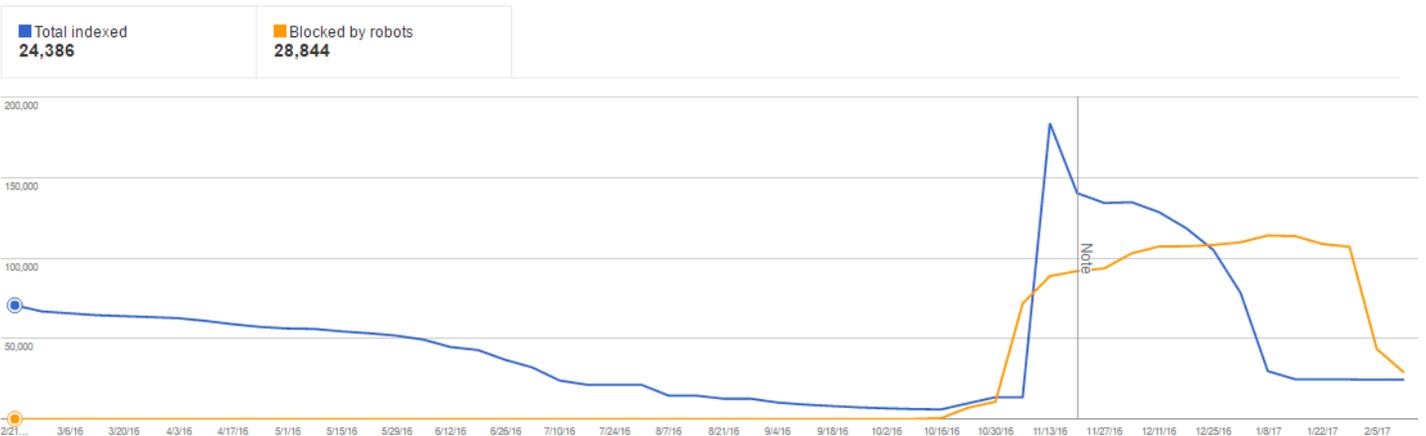


- [Https://](https://) URLs can be seen below:



The numbers shown in the graph may not reflect some filters that can prevent indexed URLs from appearing in our search results. [Learn more.](#)

- Both properties saw a massive increase in indexation when the new site rolled out, and both have leveled off at about 23-24,000.
  - This indicates that there is close to a 1-to-1 ratio between the <https://> and <http://> version of URLs in the index.
- The number of URLs blocked by robots.txt increased almost inversely with the number of pages in the index.

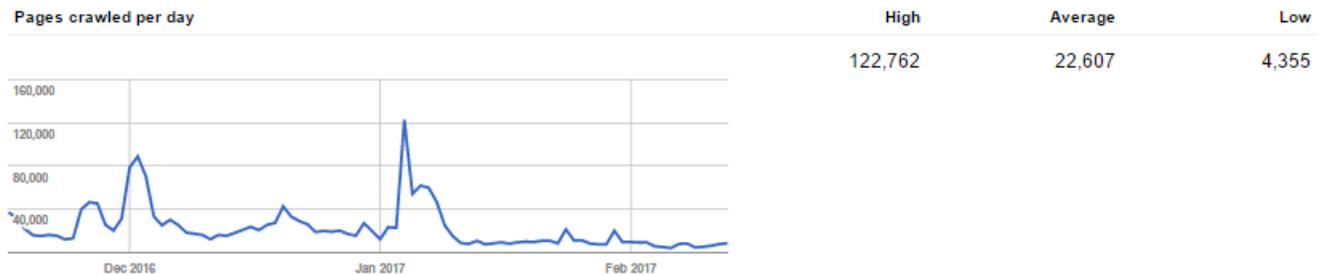


- There are two interesting insights to be pulled from the index status chart above:
  - o From 12/4/16 – 1/8/17 (about a month) the number of indexed URLs decreased by 80%, or ~105,000 URLs.
    - The reason why this happened is unknown as of right now, although the likely cause is Google naturally removing duplicate URLs using filters.
  - o From 1/29/2017 – 2/12/17 (2 weeks) the number of blocked URLs decreased by ~70%, or about 80,000 URLs.
    - We will be diving deeper into the robots.txt later in the technical section, but we still won't be able to see historical changes to the robots.txt file.

## Crawl Status

- The crawl stats for the last 90 days can be seen below.
  - o The site was crawled more often during the holiday season, as is expected with the increase of web mentions, traffic, and links pointing to Inseev.com.
  - o There was a large spike in the beginning of January and things have flat-lined since then.

Googlebot activity in the last 90 days



- As there was no spike in January traffic, this seems to be something technology-based rather than user-based.

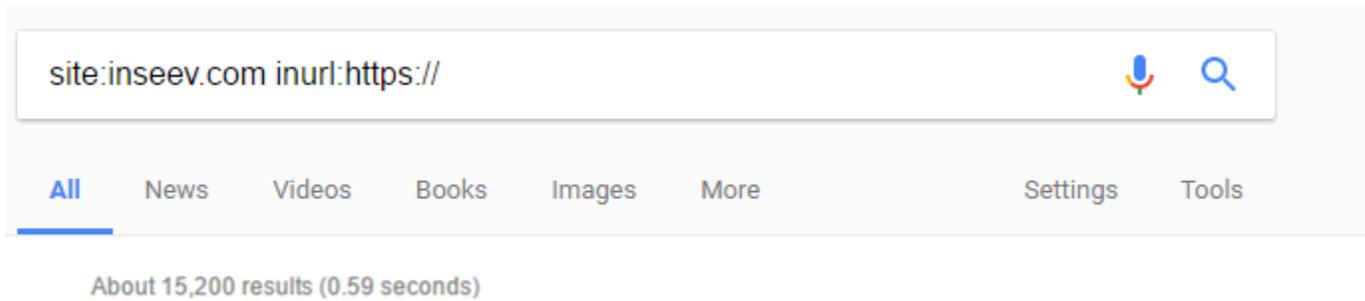
- The time spent downloading a page has increased in the past 3 months:



## HTTP vs. HTTPS

- The site has secure URLs that are status 200:
  - o <https://www.example.inseev.com/category/>

- There are at least 15,200 https:// URLs in the index:

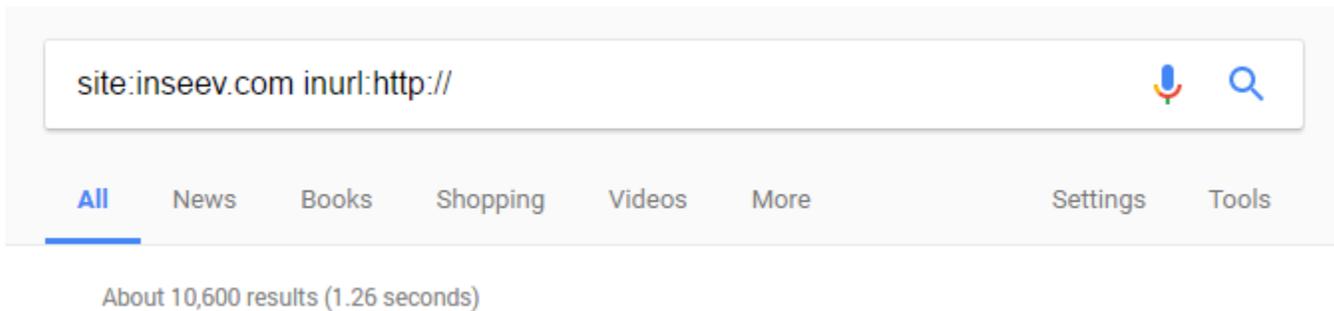


site:inseev.com inurl:https://

About 15,200 results (0.59 seconds)

This screenshot shows a Google search interface with the query 'site:inseev.com inurl:https://'. The search results indicate approximately 15,200 results were found in 0.59 seconds. Navigation tabs include 'All', 'News', 'Videos', 'Books', 'Images', 'More', 'Settings', and 'Tools'. The 'All' tab is currently selected.

- There are at least 10,600 http:// results in the index:

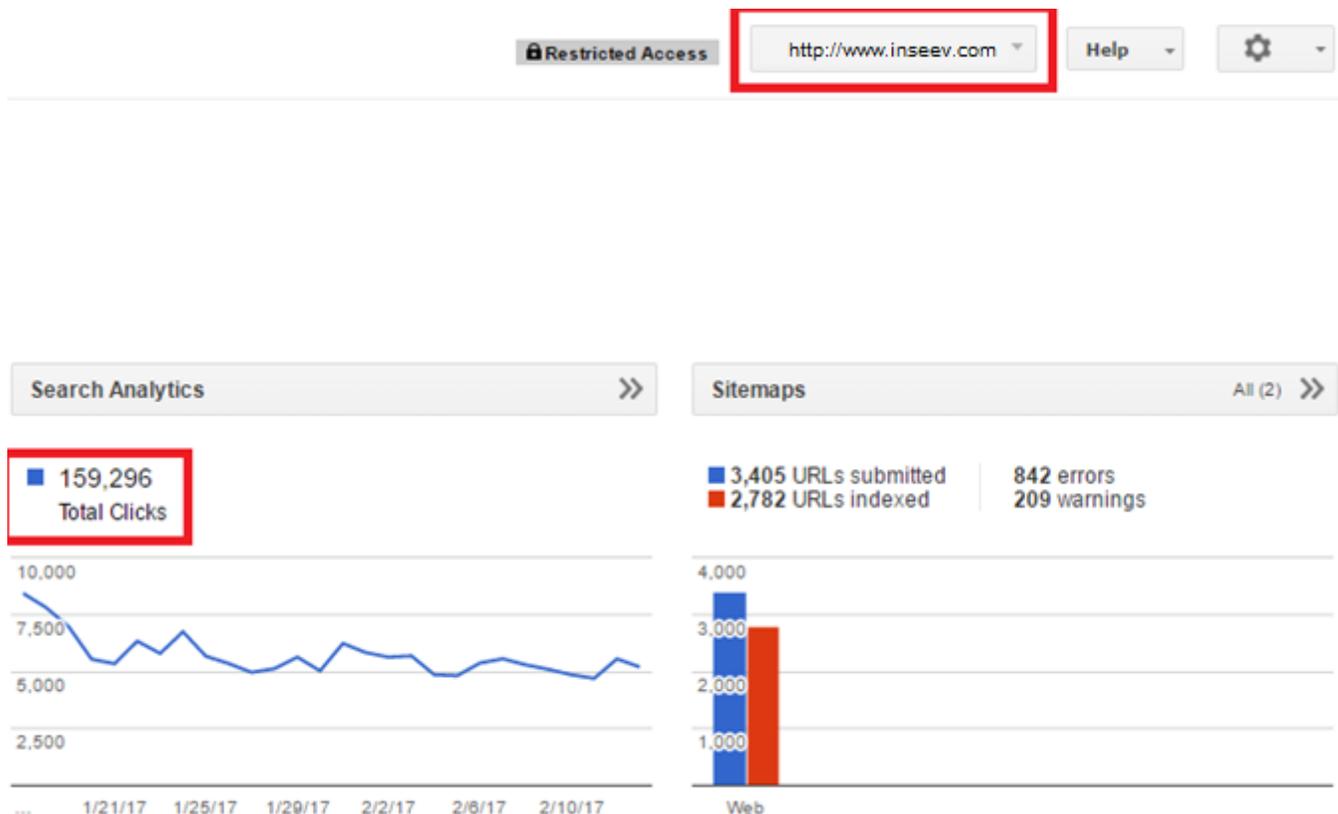


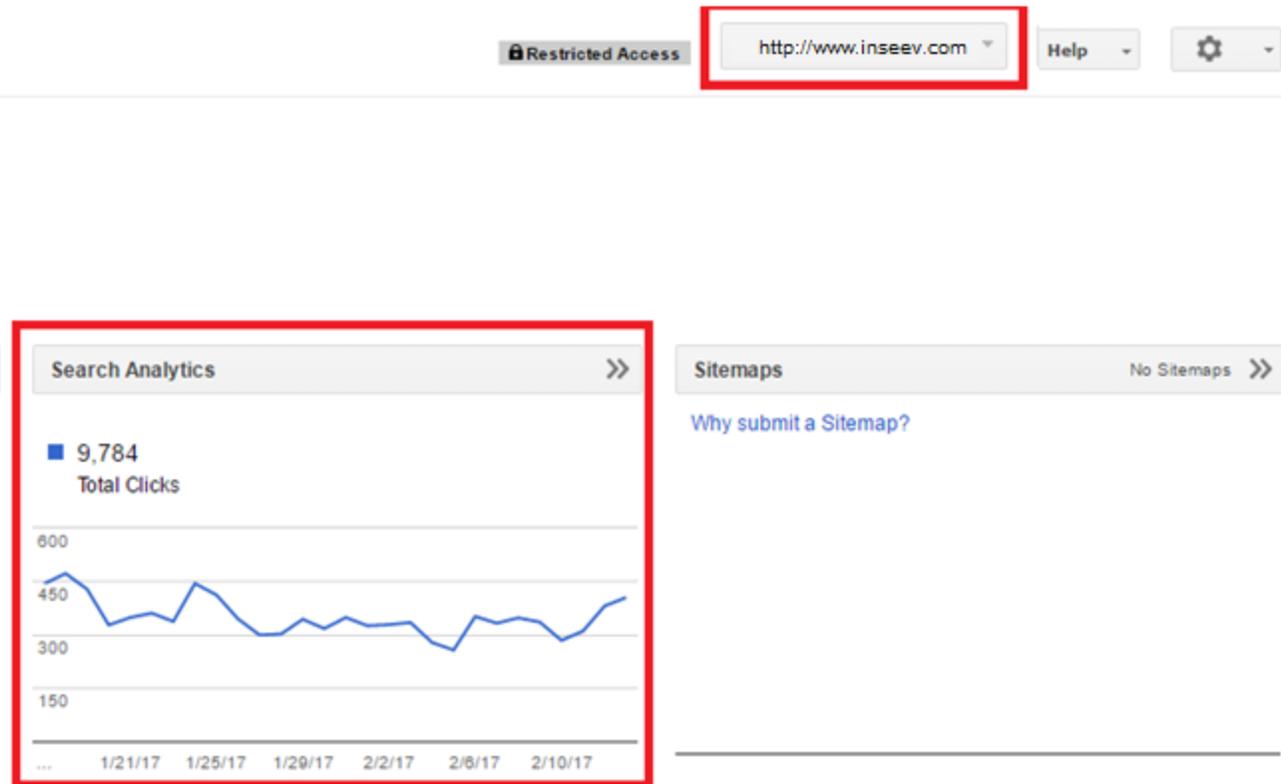
site:inseev.com inurl:http://

About 10,600 results (1.26 seconds)

This screenshot shows a Google search interface with the query 'site:inseev.com inurl:http://'. The search results indicate approximately 10,600 results were found in 1.26 seconds. Navigation tabs include 'All', 'News', 'Books', 'Shopping', 'Videos', 'More', 'Settings', and 'Tools'. The 'All' tab is currently selected.

- The vast majority of traffic enters the site via http:// URLs, as can be seen via the Search Console data comparison below:





- We should 301 all `http://` URLs to the comparable `https://` version, as having secure URLs is also a ranking factor.
- All links in the primary navigation use absolute URLs to the `http://` version of the URL.

```
<span class="menu-item-toggle">
<svg class="icon expand-icon svg-expand-icon-dims"><use xlink:href="https://www.inseev.com/
<svg class="icon collapse-icon svg-collapse-icon-dims"><use xlink:href="https://www.inseev.
</span>
<ul class="level-3">
```

```
<li>
<a href="http://www.inseev.com/product/">
Allen Iverson
</a>
</li>
```

```
<li>
<a href="http://inseev.com/product/">
</a>
</li>
```

- All internal links in the secondary (left-rail) and footer navigation use relative URLs, meaning they link to `https://` or `http://` URLs dependent on what URL you are on.
  - We should ensure all internal links are either relative URLs or point to the `https://` version after we 301 all `http://` URLs to the `https://` version.

## WWW vs. non-WWW

- Every page should render on only the www. or the non www. version of the page.
  - o The site resides on the www. version of www.example.inseev.com.
- When you request the non-www. version of the site, it does redirect to the www. version. No action necessary.

## Robots.txt

- The contents of the robots.txt file can be seen below:

```
User-Agent: *

Disallow: /profile
Disallow: /passwordreset
Disallow: /setpassword
Disallow: /confirmednewpassword
Disallow: /register
Disallow: /addressbook
Disallow: /callcenter
Disallow: /billing
Disallow: /checkout
Disallow: /shipping
Disallow: /revieworder
Disallow: /orderconfirmation
Disallow: /cart
Disallow: /payment
Disallow: /orders
Disallow: /*srule=*
Disallow: /search?q=*
Disallow: /wishlist

Sitemap: http://www.example.inseev.com/sitemap_0.xml
```

- The robots.txt file was processed as recently as 2/14/17 with no errors or warnings.

Latest version seen on 2/14/17, 11:04 PM OK (200) 471 Bytes ▾

```

1 User-Agent: *
2
3 Disallow: /profile
4 Disallow: /passwordreset
5 Disallow: /setpassword
6 Disallow: /confirmednewpassword
7 Disallow: /register
8 Disallow: /addressbook
9 Disallow: /callcenter
10 Disallow: /billing
11 Disallow: /checkout
12 Disallow: /shipping
13 Disallow: /revieworder
14 Disallow: /orderconfirmation
15 Disallow: /cart

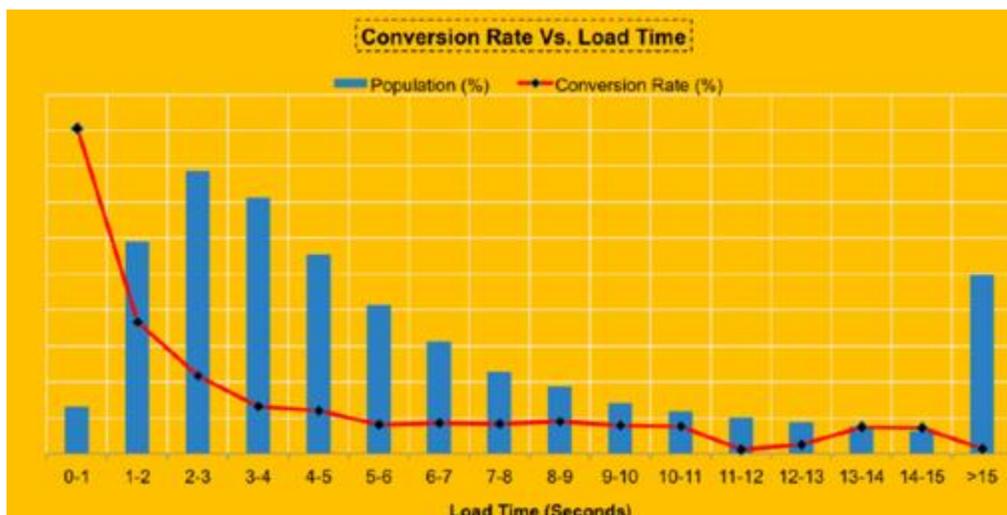
```

✖ 0 Errors ⚠ 0 Warnings

- The pages in the current robots.txt file are logical inclusions. We have no suggestions except to block filter parameters to preserve crawl budget after indexing is complete.

## Website Performance Optimization

- Google has confirmed that page speed is a ranking factor. It's also important for UX and reducing bounce rate. There are numerous studies that show conversion rate decreases as load time increases.



- Source: <https://moz.com/ugc/why-site-speed-optimisation-should-be-part-of-your-seo-strategy>

- Our benchmark is to have 85+ mobile and desktop score.

### Mobile

- Mobile load speed could use improvement (61/100). The biggest opportunities are pictured below. A full list of suggestions can be found [here >>](#)

http://www.inseev.com/



Mobile



Desktop

## 61 / 100 Suggestions Summary

### ! Should Fix:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▶ [Show how to fix](#)

Optimize images

▶ [Show how to fix](#)

### ! Consider Fixing:

Avoid landing page redirects

▶ [Show how to fix](#)

Leverage browser caching

▶ [Show how to fix](#)

### Desktop

- The desktop performance could also be improved (76/100), and we suggest having scores of 85+ for both desktop and mobile. Suggestions can be found [here >>](#)

http://www.inseev.com/



Mobile



Desktop

## 76 / 100 Suggestions Summary

### ! Should Fix:

Optimize images

▶ [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

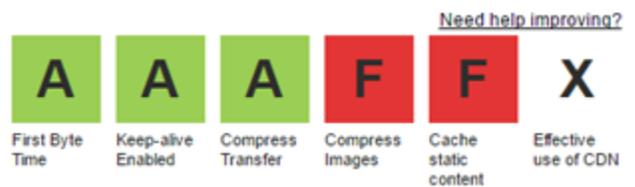
▶ [Show how to fix](#)

- The vast majority of page speed issues on Inseev.com are from reason x and reason y. Below is [Webpagetest.org's](http://Webpagetest.org) grading score for a variety of speed issues. The site received an F on image compression and caching static content.

## Web Page Performance Test for

[www.inseev.com](http://www.inseev.com)

From: Dulles, VA - Chrome - Cable  
2/20/2017, 9:37:36 AM



- o We should **compress all images and standardize images to be no larger than 2x the div container.**

## Sitemaps

### XML Sitemap

- There are two sitemaps, one being from the previous site and one processed as recently as February 15<sup>th</sup>, 2017.

Sitemaps (All content types)

[Download All](#) Show  1-2 of 2 < >

#	Sitemap ↖	Type	Processed	Issues	Items	Submitted	Indexed
1	<a href="#">/sitemap.xml</a>	Sitemap	Oct 6, 2016	842 errors 5 warnings	Web	841	313
2	<a href="#">/sitemap_0.xml</a>	Sitemap	Feb 15, 2017	205 warnings	Web	2,566	2,469

1-2 of 2 < >

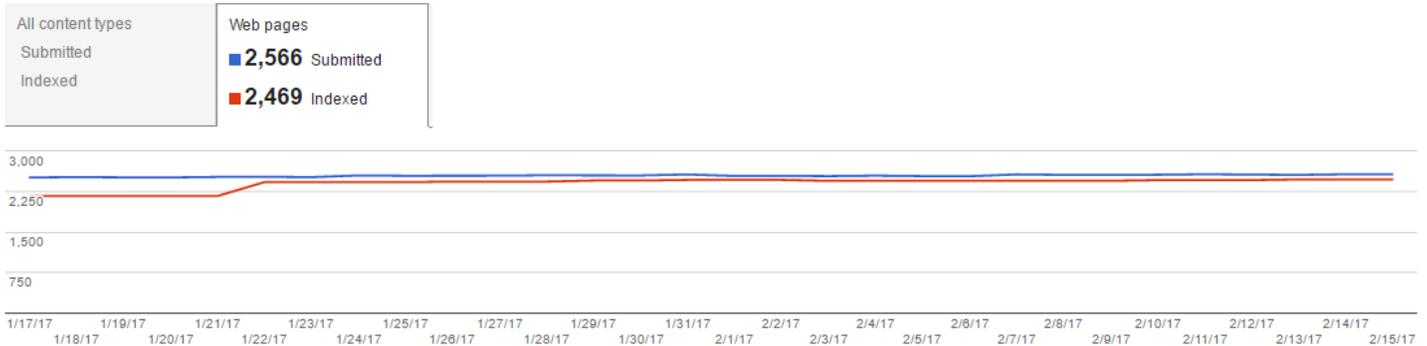
- There are 205 warnings on the current sitemap. These warnings are from URLs included in the sitemap that are blocked by robots.txt.

Error details: 0 Errors, 205 Warnings.

#	Type	Issue	Description	Issues count	Example	Line	Detected
1	Warnings	Url blocked by robots.txt	Sitemap contains uris which are blocked by robots.txt	205	Value: http://www.inseev.com/cartridge/M301D15CAR.h... - Value: http://www.inseev.com/cartridge/M301D15CAR.h... - Value: http://www.inseev.com/cartridge/M301D15CAR.h... -	- - -	Feb 15, 2017 Feb 14, 2017 Feb 13, 2017

- There are less than 100 pages that have been submitted via the sitemap that have not been indexed.

Content (last 30 days shown)



## HTML Sitemap

- There is an HTML sitemap on Inseev.com.
  - <http://www.example.inseev.com/sitemap>

WHO WE ARE	WHAT WE DO	HOW WE DO IT	
<b>About Inseev</b>	<b>Our Services</b>	<b>Case Studies</b>	<input type="text" value="Name"/>
Our Team	<b>Search Engine Optimization (SEO)</b>		<input type="text" value="Email"/>
Join Inseev	Authority Building		<input type="text" value="Message"/>
In the Press	Link Profile Analysis		
<b>Our Values</b>	White Hat Linking		
<b>Our Blog</b>	Link Removal		
<b>Work With Us</b>	Local SEO		
<b>Privacy Policy</b>	SEO Audits		
	<b>Paid Search Engine Marketing (SEM)</b>		
	<b>Social Media Account Management</b>		
	<b>Social Advertising</b>		
	<b>Reputation Management</b>		
	<b>Conversion Rate Optimization (CRO)</b>		<input type="checkbox"/> I'm not a robot
	<b>Content Marketing</b>		
	<b>Integrated Campaigns</b>		<small>reCAPTCHA Privacy - Terms</small>
			<input type="button" value="SEND"/>

Inseev Interactive © 2017. All rights reserved.

- We should populate the HTML sitemap with all pages on the site.

### Sitelinks / Branded SERP

- Sitelinks are the deep links often shown below the homepage on branded queries. Below are the sitelinks for Inseev.com.

## Example Domain

<https://example.com/> ▼

**Example Domain.** This domain is established to be used for illustrative **examples** in documents. You may use this domain in **examples** without prior coordination ...

### Login

Note: To log in to Domain.com, you will need to have cookies ...

### Domain Names

COM Domain Name - Domain Name  
Transfer - US - TV - ...

### Email

G Suite Makes Your Email  
Professional. Custom email ...

### Domain Name Registration ...

Register a domain name and transfer domains. Reliable web ...

### New Domain Extensions

The first round of new domain extensions (also called new ...

[More results from domain.com »](#)

### Register a Domain

Find a domain ... Register or pre-register new domain extensions ...

### SALE - \$9.99 Domain Names

The gold standard in the domain name ... /domain-names/com ...

### Linux Web Hosting Plans

Reliable web hosting and VPS.  
Powerful website, blog, and ...

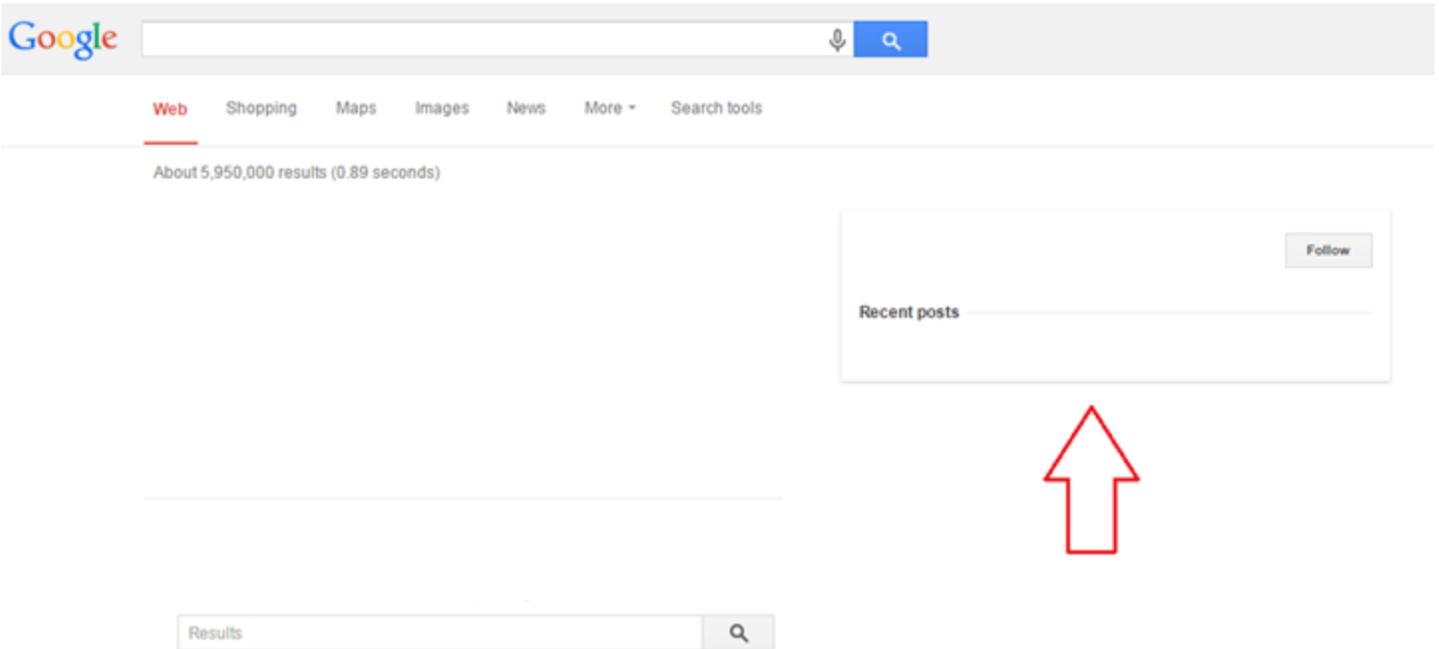
### Web Design

Professional web design ... Let us design your professional ...

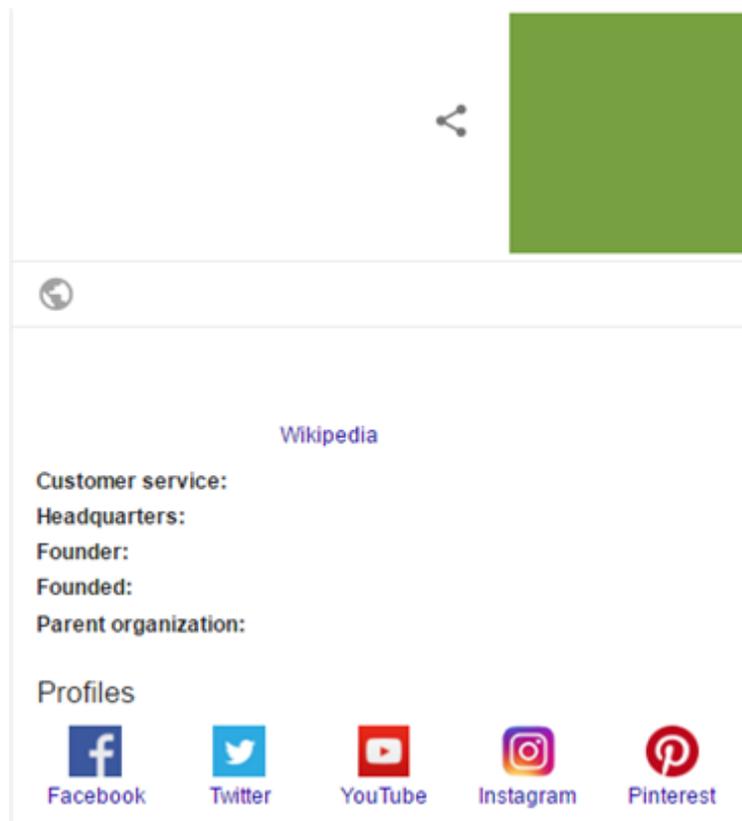
### CLUB

Book clubs, sport clubs, night clubs, or beach clubs, the new .CLUB ...

- We no longer have any ability to edit or change the sitelinks Google displays, as it is entirely up to the pages they find to be the most important on a site.
- There is not a Google+ link featured on the homepage.
  - If possible we should add the Google+ link to the footer and include the Google Publisher tag.
    - Full instructions on how to do this can be found here >>
      - <http://www.vervesearch.com/blog/how-to-implement-the-relpublisher-google-authorship-mark-up/>
- This will add the Google Publisher relationship box as seen below (hopefully- this is at Google's discretion).

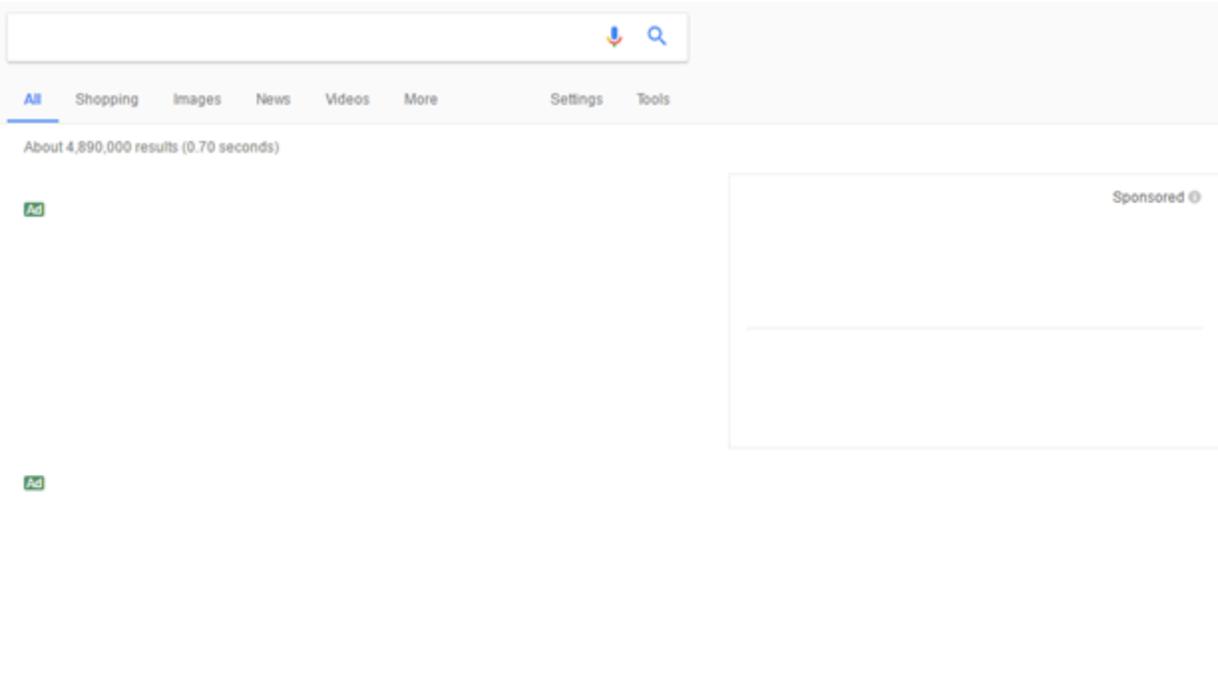


- We did find a Wikipedia page here >> [https://en.wikipedia.org/wiki/Inseev\\_\(brand\)](https://en.wikipedia.org/wiki/Inseev_(brand))
  - o Google uses Wikipedia to populate knowledge graphs for brands, as can be seen below for Inseev.

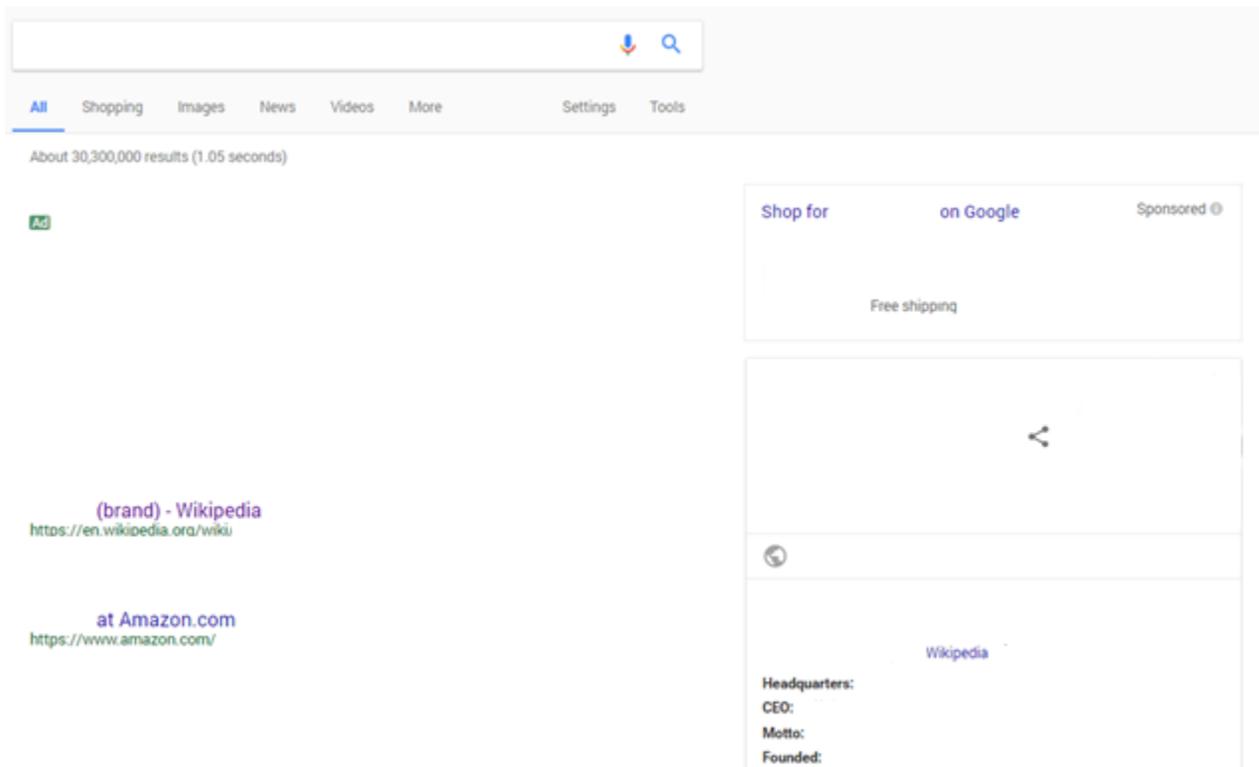


- We don't have control over how and when Google shows this data, but we can make adjustments to the Wikipedia page in an attempt to optimize for it.
  - o In Inseev's case, there are a number of retailers bidding on branded search terms, as well as retailers with organic listings below Inseev's sitelinks.

- Inseev is likely losing a number of clicks to other retailers due to this.
- When Googling “example product example” a knowledge graph is not returned.



- When Googling “example brand” a knowledge graph is returned:



- In the image above we can see the Wiki page is titled “example (brand)” and this is the only search we were able to generate the brand knowledge graph for.

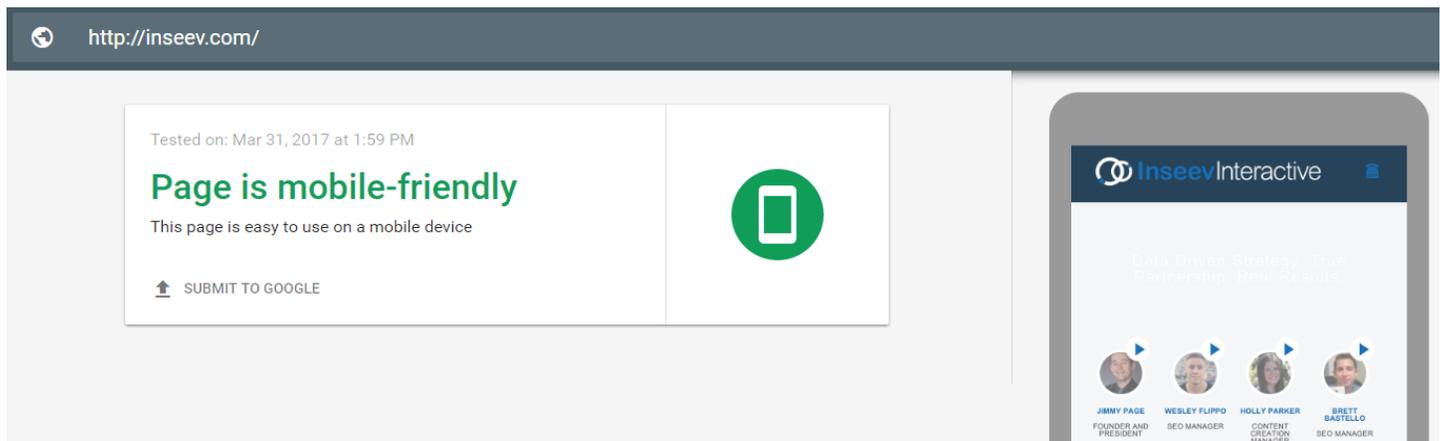
- We should optimize the Inseev Wikipedia page by adding an “Also known as” section.
  - A case study where this successfully improved branded search appearance can be found here>>
    - <http://searchengineland.com/enhance-google-knowledge-graph-result-case-study-243965>

## Mobile

- Google announced in 2015 that “more Google searches take place on mobile devices than on computers in 10 countries including the US and Japan” and made mobile-friendliness a ranking factor.
  - In 2017 Google is rolling out a “mobile-first” index which will dramatically change the way Google indexes and ranks pages.

## Mobile-Friendly Test

- We tested the homepage and a mix of other pages. All of [www.example.inseev.com](http://www.example.inseev.com) is mobile-friendly.



## Mobile Usability (UX)

- There are no pages with mobile usability issues according to Google’s Search Console:

### Mobile Usability

Fix mobile usability issues affecting your site. Websites with mobile usability issues may not rank as well in mobile search results. [Learn more.](#)

Status: 2/14/17

■ 0 Pages with issues



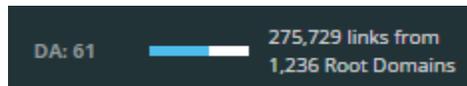
Currently, your site has no errors.

## Website Authority & Link Profile

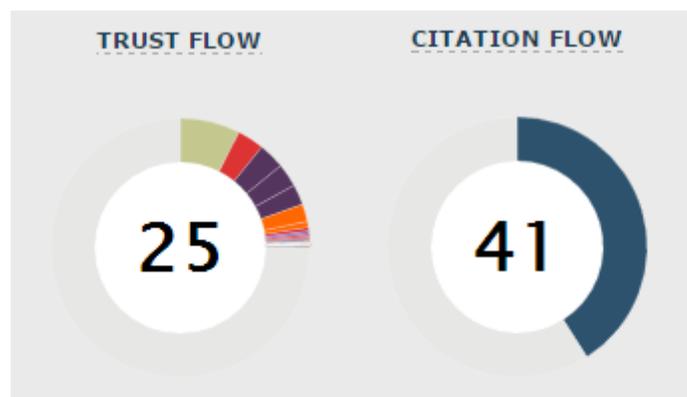
### Overall Web Authority Metrics

Your overall website authority is the most critical factor for determining your ability to rank. It is comprised of measures related to the quantity and quality of inbound links to your website.

- Inseev's Moz domain authority (DA) is 61. This indicates Inseev has a sizable web footprint and has accumulated authority through the years.



- Inseev has 1,236 linking root domain across the entire site according to Moz OSE. Although this is a large number of inbound links, we'll still want to have a steady flow of targeted links coming into specific pages.
  - o We suggest building at least 100+ new high quality links over the next year.
- Majestic is another strong tool to analyze your authority. In our opinion it is the best judge of real authority aside from Google itself. Many studies have shown Majestic trustflow to be more strongly correlated with rankings than any other third party tool.
  - o Majestic finds 3,912 linking root domains for a total of 214,950 total links to the domain. The site has earned Majestic trust flow 25 and Majestic citation flow 41.
    - Majestic always find more linking domains than Moz OSE, as it is a more powerful crawler.



### Links by Page

- Below are the top 20 URLs with inbound links and the percentage of total inbound links they account for.
  - o About 54% of inbound links are pointed at the homepage.

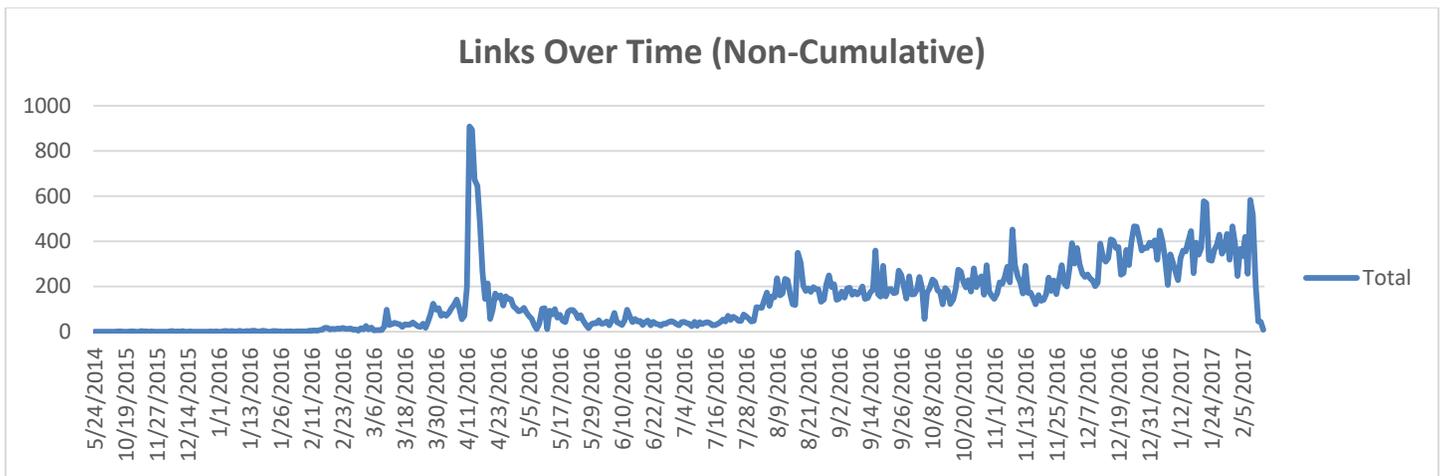
- This is actually a lower number than we see on most sites which tells us authority is spread throughout the site well.

Page	% of Links
<a href="http://www.example.inseev.com/">http://www.example.inseev.com/</a>	27.14%
<a href="https://www.example.inseev.com/">https://www.example.inseev.com/</a>	22.79%
<a href="http://example.inseev.com/">http://example.inseev.com/</a>	4.28%
<a href="https://www.example.inseev.com/example">https://www.example.inseev.com/example</a>	4.14%
<a href="https://www.example.inseev.com/example">https://www.example.inseev.com/example</a>	2.31%
<a href="http://www.example.inseev.com/example/example/">http://www.example.inseev.com/example/example/</a>	1.69%
<a href="http://www.example.inseev.com/example/">http://www.example.inseev.com/example/</a>	1.46%
<a href="http://www.example.inseev.com/home">http://www.example.inseev.com/home</a>	1.37%
<a href="https://www.example.inseev.com/example/example">https://www.example.inseev.com/example/example</a>	1.17%
<a href="http://www.example.inseev.com/example?utm_source=cj&amp;utm_content=6157042_VigLink&amp;utm_term=12348317&amp;utm_campaign=cj_affiliate_sale&amp;utm_medium=affiliate">http://www.example.inseev.com/example?utm_source=cj&amp;utm_content=6157042_VigLink&amp;utm_term=12348317&amp;utm_campaign=cj_affiliate_sale&amp;utm_medium=affiliate</a>	0.74%
<a href="http://www.example.inseev.com/shop/example">http://www.example.inseev.com/shop/example</a>	0.57%
<a href="http://www.example.inseev.com/example/">http://www.example.inseev.com/example/</a>	0.49%
<a href="https://www.example.inseev.com/shop/example/example/">https://www.example.inseev.com/shop/example/example/</a>	0.46%
<a href="https://www.example.inseev.com/example/">https://www.example.inseev.com/example/</a>	0.46%
<a href="http://www.example.inseev.com/shop/example">http://www.example.inseev.com/shop/example</a>	0.43%
<a href="http://www.example.inseev.com/shop/example/example">http://www.example.inseev.com/shop/example/example</a>	0.43%
<a href="https://www.example.inseev.com/example/">https://www.example.inseev.com/example/</a>	0.40%
<a href="https://www.example.inseev.com/example/example">https://www.example.inseev.com/example/example</a>	0.40%
<a href="http://www.example.inseev.com/collection/example">http://www.example.inseev.com/collection/example</a>	0.37%
<a href="http://www.example.inseev.com/example/example/example/example/">http://www.example.inseev.com/example/example/example/example/</a>	0.37%

- A full breakdown of links by page can be found in the tab labeled “Links by Page.”

## Link Velocity

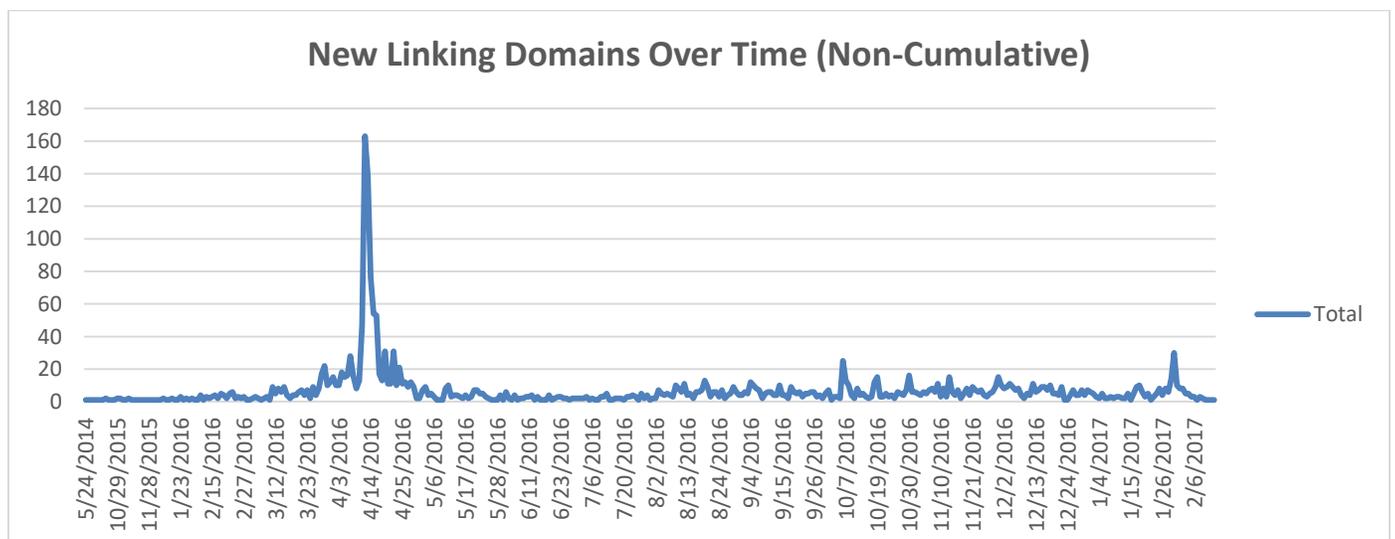
- Link velocity is the speed at which you’re acquiring links. You want there to be a steady flow of good links, but not so many that it would have the potential to look unnatural.
  - The following graph shows links acquired over time according to Google’s Search Console.



- We took a look at the large spike in Q2 2016 and did not find any discernable pattern of inbound links. It appears that the large release of different product sets gained coverage from a number of blogs/media outlets.
- There are also a large number of links reported as coming in at this time by Google that are actually older links. Below are some examples.

Link	Domain	Date
<a href="http://la.racked.com/2015/3/6/8163401/inseev-million-dollar-funding">http://la.racked.com/2015/3/6/8163401/inseev-million-dollar-funding</a>	gq-magazin.de	4/13/2016
<a href="http://journal.atmos-tokyo.com/sports-lab-by-atmos-hakata-new-open/">http://journal.atmos-tokyo.com/sports-lab-by-atmos-hakata-new-open/</a>	judoair.com	4/13/2016
<a href="http://infinitelegroom.com/2014/10/26/best-fall-style-essentials-to-travel-in/">http://infinitelegroom.com/2014/10/26/best-fall-style-essentials-to-travel-in/</a>	runjanji.com	4/13/2016
<a href="http://indusnow.com/category/indusnow">http://indusnow.com/category/indusnow</a>	infinitelegroom.com	4/13/2016
<a href="http://hiphopdx.com/news/id.38319/example-page">http://hiphopdx.com/news/id.38319/example-page</a>	hiphopmusicnow.com	4/13/2016
<a href="http://hiphollywood.com/2015/07/example-page">http://hiphollywood.com/2015/07/example-page</a>	hiphopdx.com	4/13/2016
<a href="http://heygents.com.au/2014/10/example-page/">http://heygents.com.au/2014/10/example-page/</a>	hiphollywood.com	4/13/2016

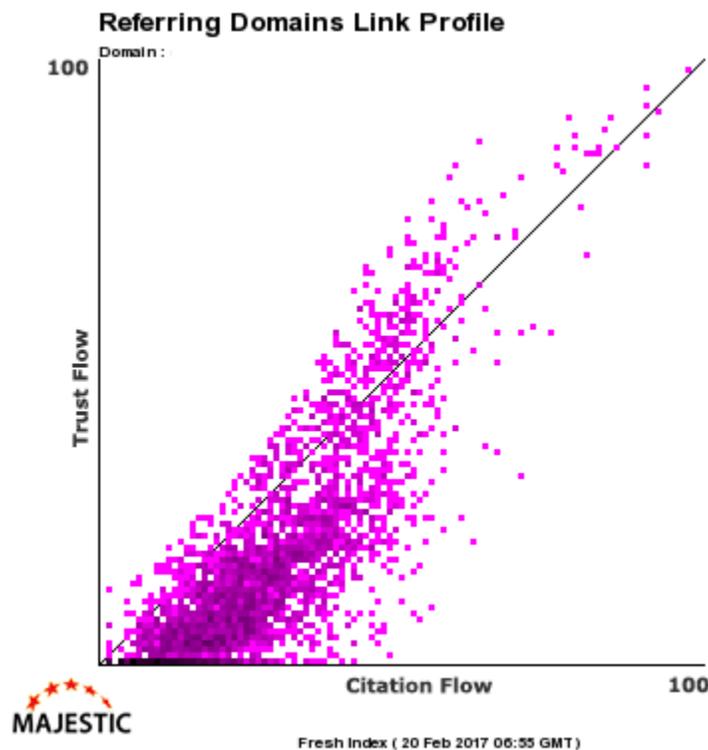
- Below is a graph of new linking root domains over time:



- The site receives 10-20 new linking domains/month, excluding April 2016. April 2016 received 150+ new linking domains in one month due to the reasons described above.

## Link Quality Overview

- The best single metric to predict the risk that your backlink profile is presenting to you is the ratio of Majestic citation flow to Majestic trust flow. Having significantly more citation flow than trust flow presents a risk.
- Inseev has a ratio of 0.609. Healthy profiles have a ratio of 0.8 and above. This indicates that the backlink profile of Inseev.com does have some low-quality inbound links.
  - o When we audited the backlink profile in 2014 the ratio was 0.56, so it has improved slightly. During the 2014 audit, we did find low-quality links (as we still do) but nothing that was seemingly intentional from an off-page SEO perspective.
- If you look at the following graph, each pink plot point represents a link. Links that are high in citation flow and low in trust flow tend to present risk in the profile. Those points resting along the bottom of the x axis are risky. With the ratio Inseev.com has, we do expect to see a heavier skew towards the x-axis. There are a number of low-quality domains linking to Inseev.com:



- Inseev's Moz spam score is 3/17. This is an average score, and the triggered spam metrics can be seen below.



## Spam Flags for subdomain: **inseev.com**

We look at 17 unique signals that a subdomain may be penalized/banned by Google. These are the 17 Spam Flags you see below. The more Spam Flags triggered, the more likely that site is to be penalized/banned. Learn more about [how Google penalties operate](#).

Here's how spam score breaks down:

**Low Risk** - 0 to 4 spam flags    **Medium Risk** - 5 to 7 spam flags    **High Risk** - 8 to 17 spam flags

### ✓ **Large Site with Few Links**

We found very few sites linking to this site, considering its size.

### ✓ **Thin Content**

A subset of pages within this subdomain have little content.

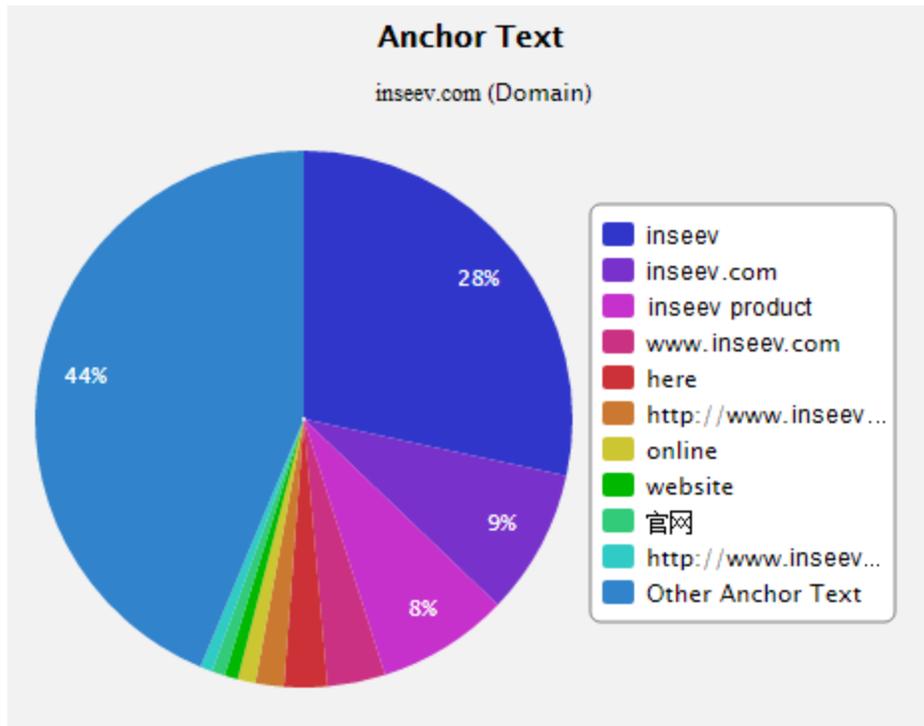
### ✓ **Low Number of Internal Links**

Pages crawled on the subdomain have a small number of internal links.

- The “Large Site with Few Links” is looking at the overall size of your site (in Inseev’s case the site is massive due to technical issues discussed previously) and the number of inbound links. This is not a cause for concern and can be ignored.
- The “Thin Content” trigger is due to the same technical issues as described above.
- The “Low Number of Internal Links” is due to thin pages that do not have internal links to other pages on the site.

## **Anchor text**

- The anchor text profile of Inseev.com is very natural, excluding the foreign characters.
  - A complete drilldown of your anchor text by linking URL can be found on the “Links by Anchor” tab in the spreadsheet.



- The following links use the unnatural text above:

<http://www.dazhongdu.com/?p=1218>  
<http://www.fwjfn.com/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>  
<http://www.happyjuzi.com/fashion/94040.html>  
<http://www.ifzy.org/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>  
<http://www.ihbl.org/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>  
<http://www.mwnkt.com/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>  
<http://www.mwsgn.com/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>  
<http://www.qbxgk.com/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>  
<http://www.qgfy.com/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>  
<http://www.shanxinwen.com/2016-10-20/115390.shtml>  
<http://www.tcqpf.com/?HROUKIMqI0NoOtVUNtHoJHMrJN.html>

- Most of these links are inactive and not a cause for concern.
  - E-commerce sites generate a large number of spammy links due to the nature of the industry. Google understands these links are not intentional and ignores them.
- After assessing the backlink profile of Inseev.com using the tools and metrics listed above and by examining the profile extensively link by link, we believe the current backlink profile has some low-quality elements but does not present any danger to the SEO profile moving forwards.
- Considering this, we should be actively building new links using the following strategy:
  - First, we should be pursuing natural outreach linking tactics. Following are certain example tactics that may or may not work for us:
    - Employee by-lines (guest posting)

- Target fashion/retail blogs
  - Link reclamation
    - Finding unlinked brand mentions and asking them to change the brand mention to a hyperlink
  - Partnerships (Punks & Poets, special collections, etc.)
    - Look for opportunities around Star Wars themed blogs, music blogs, etc.
  - Resource articles (content marketing)
    - Create articles/infographics/blog posts about topics in the industry then promote and seek links back
  - Scholarship creation opportunities
    - Scholarship is created for high school and college students and offered to high schools and universities to place on their scholarship page
  - Broken-link building
    - Find broken links across the internet and create content to replace it
  - Reporter resources
    - Utilize services like HARO to pitch news publications with information in the energy industry
- Secondly, we should utilize the Inseev Trusted Publishers Program to seed specific anchor text and destination pages naturally into editorial content.
    - This gives us the ability to increase page authority for important SEO content we are attempting to rank.

## Content

### **Blog/Content Center**

- There is currently a blog subdomain located at:
  - <https://blog.example.inseev.com/>
    - The blog is outdated and unused.



GENERAL

## MOST FREQUENTLY USED KEYBOARD SHORTCUTS IN GOOGLE CHROME

Continuing on from last week's blog post, I'd like to take this opportunity to share some of the keyboard shortcuts that I use on a daily basis within Google Chrome. Efficiency is an integral...



LINK BUILDING

## SEARCH SMARTER: LINK BUILDING WITH GOOGLE OPERATORS

As the old adage goes, "work smarter, not harder." Luckily, Google allows the use of Boolean search operators to accomplish just that. Being an SEOer that primarily deals with link building, I'd like to...



LINK BUILDING

## A ROADMAP FOR SAFE AND EFFICIENT LINK PROSPECTING

Outreach is an essential part of SEO, and I'm sure not even Matt Cutts would argue that. But with almost 1 billion websites live on the internet and counting, you may be struggling to...



GENERAL

## KILL THE NOISE: FILTERING YOUR SEARCH RESULTS

When it comes to search, knowing what to look for and finding what you're looking for may seem like they go hand-in-



LINK BUILDING

## WHAT MAKES A HIGH QUALITY BACKLINK?

Despite Google taking into consideration over 200 factors when compiling their search engine result pages (aka SERP)

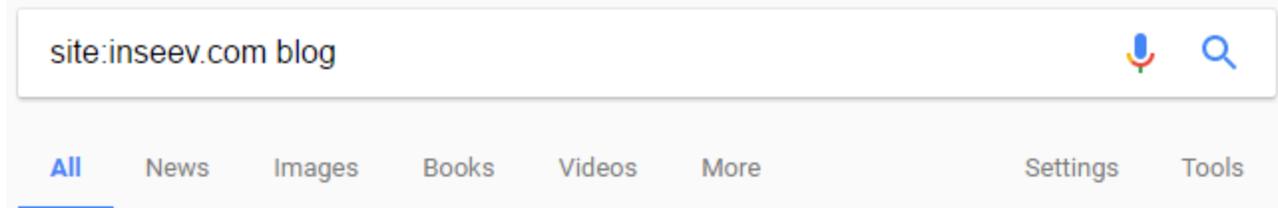


LINK BUILDING

## HOW TO GET EASY BACKLINKS FOR YOUR WEBSITE

Let me start off by saying that the title of this post is slightly misleading, as I'm assuming you are already employing

- The blog title tag says "Just Another WordPress Site" in the search results.



About 117 results (0.74 seconds)

## Blog Post - Inseev Interactive

<https://www.inseev.com/blog-post/>

Grow Your Email Marketing List -Beginner Tips for Startups and Established Brands. While email marketing may have lost some of its hype over the years, it is ...

- This [blog subdomain](#) should be optimized.
- It is a best practice to have the blog in a subfolder rather than on a subdomain, as Google treats subdomains as a different entity and authority does not translate well between subdomains.
  - If the plan is to revive the blog, we should [move it to a subfolder at Inseev.com/blog](#).

## Content Marketing

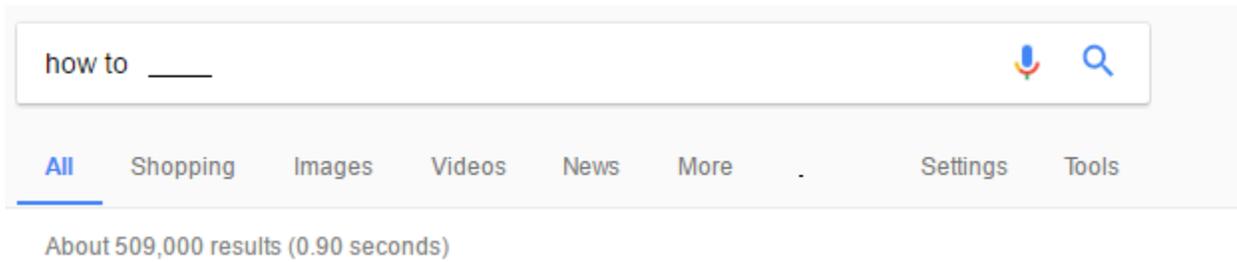
- There are numerous relevant product articles we can write to revitalize the blog and bring in top-of-the-funnel traffic.
  - Below are examples of content in the fashion vertical that have seen success and earned linking domains.
    - [www.example.com/article-title-1/](http://www.example.com/article-title-1/)
      - This article has 41 referring domains and drives an estimated 291 visitors/month from search engines.



- <https://example.com/article-title-2/>
  - This article has 21 referring domains, and drives an estimated 16k visitors/month from search engines.

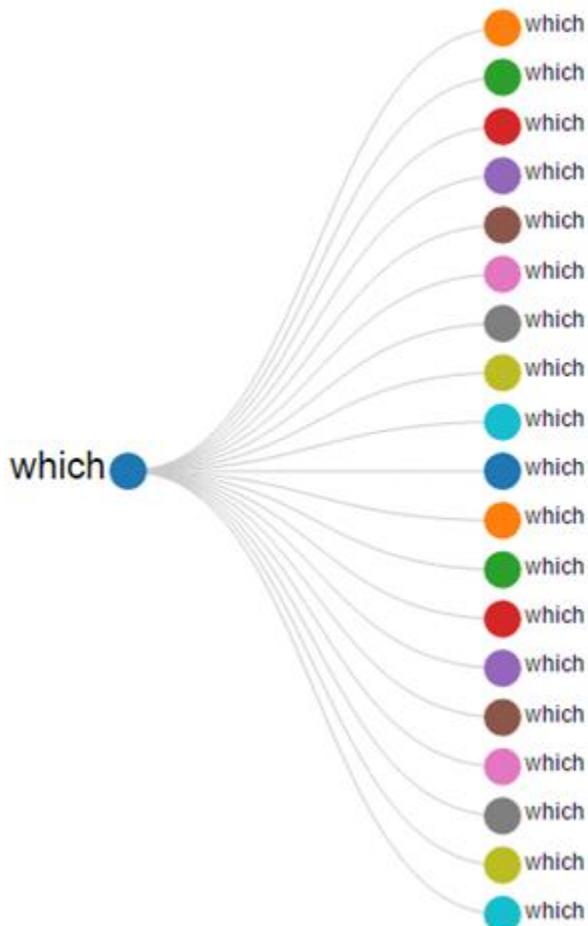


- There are ~200 people asking “how to \_\_\_” on Google every month.
  - o The search results a searcher sees are below:



- This is an area for opportunity to connect with existing customers and provide them with a strong brand experience.
- Below are questions people are typing into Google every day about example product.
  - o This gives us insight into how we can target potential customers by creating targeted articles that answer search queries.
    - This data is from Answerthepublic.com:

which



- A more comprehensive view of our content exploration can be found in the tab labeled “Content Ideas.”

## Structured Data

- We want to implement structured data wherever possible to help search engines easily understand a page’s intention and increase the appearance of listings on search engine results pages
  - Rich snippets do not directly affect rankings but numerous studies have shown that having them in search results can increase click-through rates by 15% or more.

## **Product Markup**

- One of the most effective ways to use schema markup is on products. Below is an example of schema markup on a product.

### Notorious Jacket - Black - Fashion Nova

<https://www.fashionnova.com/products/notorious-jacket-black> ▾

★★★★★ Rating: 5 - 395 votes - \$24.99

Available in Olive, Black, Navy, Light Grey, Coffee, Burgundy and PinkAthletic InspiredBomber Style Lightly PaddedGold HardwareSnap PocketsExposed Zip-P..

- Google is using review markup to aggregate the rating and pull the stars into the SERP. It is also pulling the price.
  - Below is the code being used for the product price:

```
<p id="product-price" itemprop="offers" itemscope itemtype="http://schema.org/Offer">
  <meta itemprop="priceCurrency" content="USD">
  <span class="product-price" itemprop="price"><span class=money>$24.99 USD</span></span>
</p>
```

- There is a review capability on individual products, but many example products do not have any reviews. The following product page does have one review:
  - <http://www.example.inseev.com/category/product-page>

★★★★★ 5.0 (based on 1 review) 

Write a Review

## REVIEWED BY 1 CUSTOMER

By  
from

(8 of 10 customers found this review helpful)

1/27/2017

★★★★★ 5.0

**BEST ONE YET! GREAT WORK!**

Awesome

**Bottom Line** Yes, I would recommend this to a friend

**Was this review helpful?** Yes / No

You may also [flag this review](#)

- There is not the aggregate rating schema markup to include these reviews in the SERP, nor is there inventory and price schema.
  - We should **add JSON-LD schema markup for the following three items on product pages:**
    - Aggregate rating
    - Inventory
    - Price

## Breadcrumbs Markup

- Inseev.com currently utilizes breadcrumbs on the site. Use of breadcrumbs has become more important recently as a result of a Google announcement about breadcrumbs in mobile results >> <http://googlewebmastercentral.blogspot.com/2015/04/better-presentation-of-urls-in-search.html>
  - Having breadcrumbs provides a nice internal linking benefit, and also gives you the ability to display a more attractive URL in the SERP.

Men / Casual / Anthem / All Anthem / TUPAC

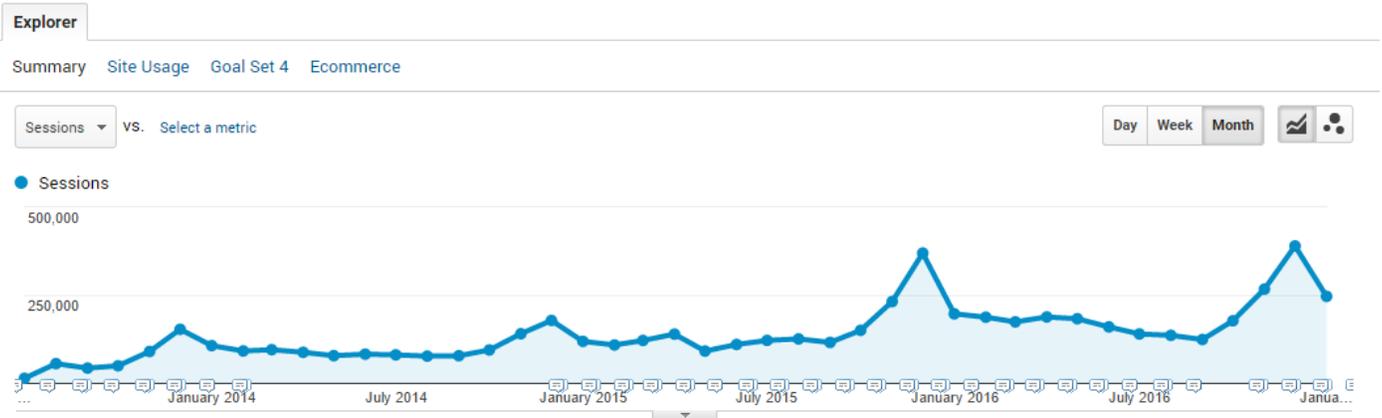
## Traffic Sources and Trends

### Historical Organic Traffic

- We have data dating back to July 2013, as seen in the graph below. This data shows organic traffic by week to Inseev.com.



- Below is the same data by month through January 2017.

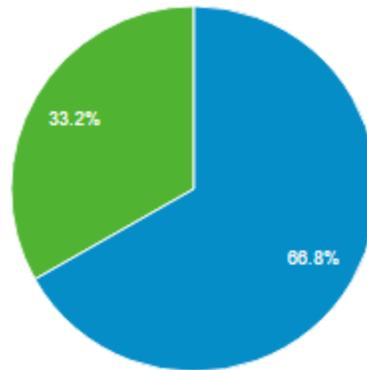


- Growth Y/Y in December of 2015 vs. December 2014 was up 106%, and Y/Y change from 2015 to 2016 was only about 5%.
  - January 2017 vs. January 2016 was up about 20%, and through February 20<sup>th</sup> Y/Y February is up only 2.66%.

## Audience

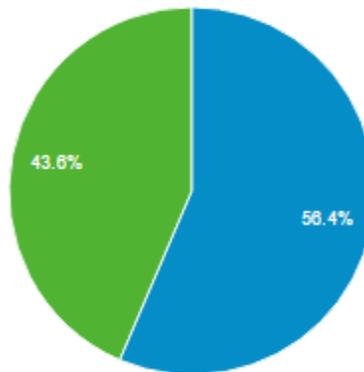
- 66.8% of your total organic visitors (since demographic tracking was enabled in Aug. 2014) have been male.

Contribution to total:  
Sessions ▼



- In comparison, only 56.4% of total organic revenue is from males, while 43.6% is from females:

Contribution to total:  
Revenue ▼



- U.S. traffic accounts for 76.40% of all organic traffic:

Country	Sessions	Sessions	Contribution to total:
<b>Organic Traffic</b>	<b>6,235,359</b> % of Total: 32.67% (19,087,028)	<b>6,235,359</b> % of Total: 32.67% (19,087,028)	
1.  United States	4,763,975	76.40%	
2.  Canada	286,809	4.60%	
3.  Australia	157,933	2.53%	
4.  United Kingdom	115,536	1.85%	
5.  Germany	112,240	1.80%	
6.  France	92,766	1.49%	
7.  Italy	72,986	1.17%	
8.  Japan	45,157	0.72%	
9.  Spain	44,390	0.71%	
10.  Taiwan	39,943	0.64%	

- The U.S. accounts for only 76.40% of all organic traffic, yet it makes up 96.33% of all organic revenue.
  - This tells us the international buying process is either restricted due to shipping regulations or lacks an experience factor that encourages users outside the U.S. to make purchases.

Country	Sessions	Revenue	Contribution to total:
<b>Organic Traffic</b>	<b>6,235,359</b> % of Total: 32.67% (19,087,028)	<b>\$9,285,468.81</b> % of Total: 29.85% (\$31,106,072.15)	
1.  United States	4,763,975	96.33%	
2.  Canada	286,809	0.48%	
3.  Australia	157,933	0.40%	
4.  United Kingdom	115,536	0.09%	
5.  Germany	112,240	0.15%	
6.  France	92,766	0.07%	
7.  Italy	72,986	0.18%	
8.  Japan	45,157	0.15%	
9.  Spain	44,390	0.00%	
10.  Taiwan	39,943	0.69%	

- California is by far the majority of organic traffic (almost 25%) on a state level breakdown:

Region	Sessions	Sessions	Contribution to total:
<b>Organic Traffic</b>	4,763,975 % of Total: 24.96% (19,087,028)	4,763,975 % of Total: 24.96% (19,087,028)	
1. California	1,164,640	24.45%	
2. Texas	363,552	7.63%	
3. New York	306,282	6.43%	
4. Florida	269,483	5.66%	
5. Illinois	186,223	3.91%	
6. Utah	166,059	3.49%	
7. Georgia	145,360	3.05%	
8. North Carolina	138,460	2.91%	
9. Pennsylvania	138,076	2.90%	
10. Virginia	125,043	2.62%	

## Brand / Non-brand

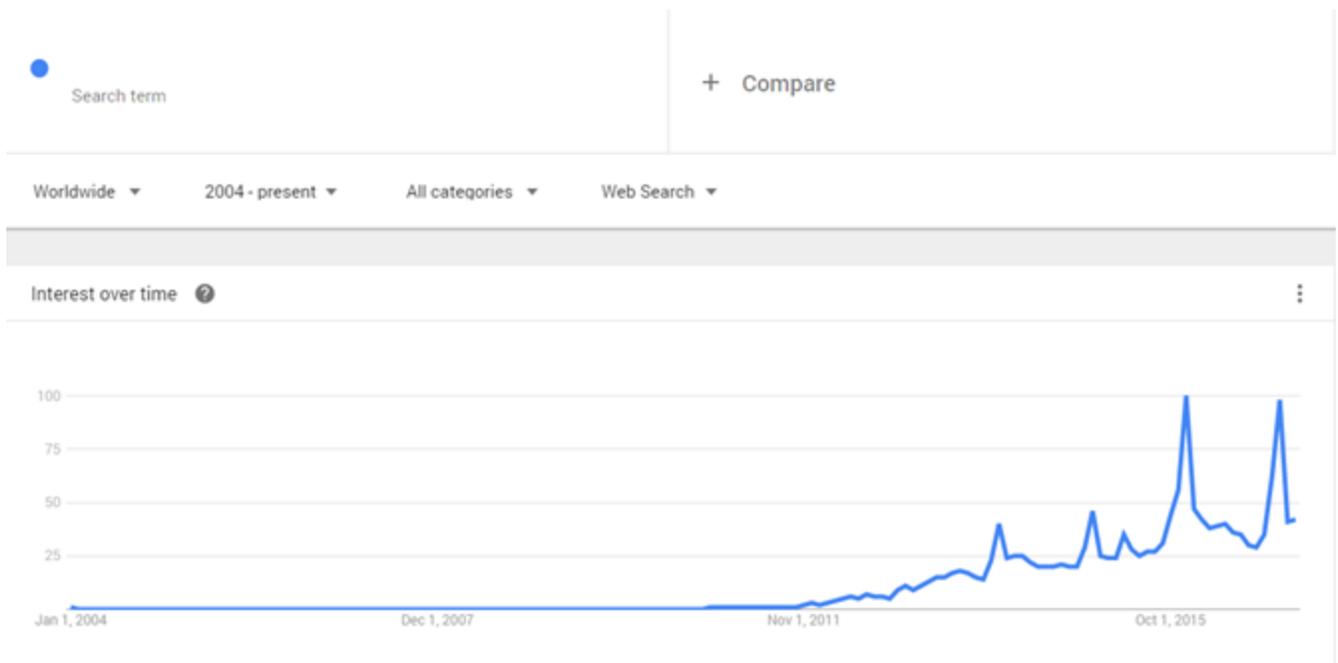
- We do not have access to keyword level data in the analytics tool, however, we do get directional click level data from Google in the Search Console at the keyword level. This data is pulled from the Google Search Console API for the last 30 days.
- We tagged individual keywords as branded or non-branded to get a sense of how people are finding your site.
  - o Although this gives us some idea of how traffic enters the site in a branded/non-branded sense, we are not able to pull more than 5,000 lines of data and there are likely 10,000+ long-tail keywords driving clicks to Inseev.com.

Brand/Non-Brand	% of Total
brand	91.35%
non-brand	8.65%
<b>Grand Total</b>	<b>100.00%</b>

- A large portion of search traffic is branded, and even more so than when we initially audited the site in 2014. Below is a screenshot of the brand/non-brand breakdown we saw in 2014.

B / NB	Traffic	% of Total
Brand	74,573	80.60%
Non-brand	17,949	19.40%
<b>Grand Total</b>	<b>92,522</b>	<b>100.00%</b>

- o The brand share increase does not reflect the growth in non-brand traffic overall, as the data is relative and not absolute.
  - We can see that branded growth Y/Y from Dec 14/15 increased over 100% via Google Trends:



- Note: we are looking at “inseev example product” rather than “inseev” because “inseev example product” drove almost 3x the number of clicks “inseev” did in the last 90 days.

Queries	Clicks	Impressions	CTR	Position
inseev example product	314162	730915	42.98%	1
inseev	129492	429610	30.14%	1.7

- The branded growth we see from Google Trends coincides strongly with the Google Analytics data we have for organic search growth.
  - Understanding non-brand traffic is somewhere between 8-20% (over the past ~3 years) this makes sense, as branded search traffic would be the catalyst for growth within the channel.

## Entry Pages

- Below are the top 20 entry pages since the new site launched on Oct. 11<sup>th</sup>, 2016.
  - The top organic entry 5,000 pages can be found in the tab labeled “Organic Entry Pages” in the accompanying spreadsheet.

Entry Page	Total Sessions	% of Total
/	650306	56.24%
/home	50805	4.39%
/entry-page-3/	44610	3.86%
/entry-page-4/	24987	2.16%
/entry-page-5/	15400	1.33%
/entry-page-6/	13812	1.19%
/entry-page-7/	13665	1.18%
/entry-page-8/	11592	1.00%
/entry-page-9/	9723	0.84%

/entry-page-10/	9158	0.79%
/entry-page-11/	8475	0.73%
/entry-page-12/	8114	0.70%
/entry-page-13/	7829	0.68%
/entry-page-14/	6945	0.60%
/entry-page-15/	5410	0.47%
/entry-page-16/	5395	0.47%
/entry-page-17/	5057	0.44%
/entry-page-18/	5009	0.43%
/entry-page-19/	4949	0.43%
/entry-page-20/	4516	0.39%

- 60% of traffic enters through the homepage,
  - The /home is a duplicate of the homepage that is status 200.
- The pages above comprise 78.34% of organic traffic, the remaining ~21% is spread throughout the rest of the site.

### Traffic/Revenue by Page Type

- The following table shows organic entry by page type since the new site's launch:
  - There are "not in crawl" pages, which are primarily old category/product pages or product pages with string parameters.

Page Type	% of Total
home	60.64%
category	23.95%
not in crawl	8.67%
admin	4.24%
product	1.92%
gift guide	0.43%
category - pagination	0.15%
<b>Grand Total</b>	<b>100.00%</b>

- Category pages have a significant share of traffic, but the homepage drives the overwhelming majority.
- The following table shows revenue breakdown by page type.
  - The homepage has a slightly larger share than strictly traffic.

Page Type	All Revenue	% of Total
home	\$1,590,070.85	64.68%
category	\$484,592.76	19.71%
admin	\$198,382.13	8.07%
not in crawl	\$155,160.36	6.31%

product	\$16,676.28	0.68%
gift guide	\$11,900.67	0.48%
category - pagination	\$1,533.72	0.06%
<b>Grand Total</b>	<b>\$2,458,316.77</b>	<b>100.00%</b>

## Search Engine Breakdown

- The next table shows the percentage traffic breakdown between the different search engines since the new site was rolled out:

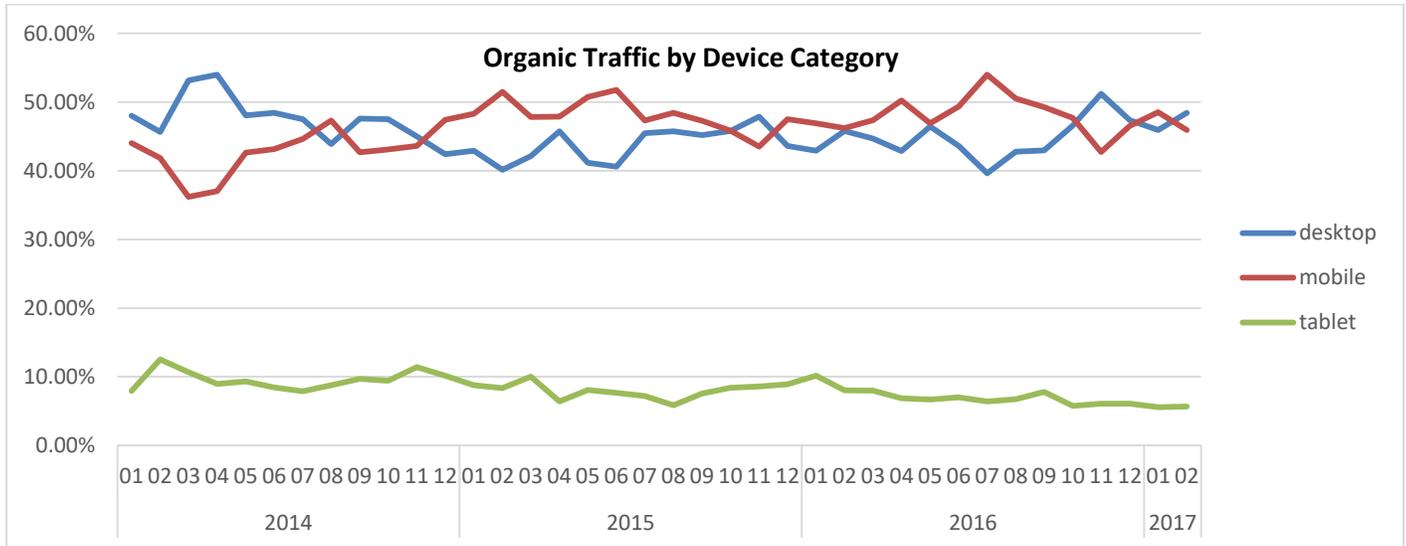
Search Engine	% of Total
google	92.13%
bing	4.00%
yahoo	3.19%
baidu	0.44%
aol	0.06%
so.com	0.06%
sogou	0.03%
yandex	0.03%
images.google	0.02%
naver	0.01%
ask	0.01%
msn	0.01%
rakuten	0.00%
avg	0.00%
go.mail.ru	0.00%
auone	0.00%
search.smt.docomo	0.00%
search-results	0.00%
daum	0.00%
startsiden	0.00%
lycos	0.00%
seznam	0.00%
biglobe	0.00%
virgilio	0.00%
onet	0.00%
centrum.cz	0.00%
goo.ne	0.00%
rambler	0.00%
<b>Grand Total</b>	<b>100.00%</b>

- Google is driving 92.13% of your organic traffic.
  - Generally sites see somewhere between 80-90% of traffic coming from Google, although Google claims market share around 70%.

- 92.13% is one of the highest shares we've seen, so it would be worth **setting up a Bing Webmaster Tools account to monitor traffic from Bing** moving forward.

## Mobile Device Traffic

- The following graph shows the trend of device mix percentages within organic traffic since January 2014.
  - During the holiday season, organic traffic shifts from mobile to desktop.
  - February 2017 has more desktop traffic than mobile traffic thus far and tablet traffic continues to decline.



## Organic Revenue

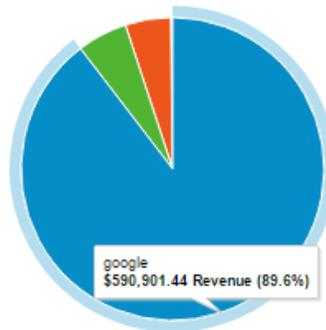
- In 2016 organic search comprised 27.7% of total traffic, and 26.29% of total revenue.

Default Channel Grouping	Sessions	Revenue	Contribution to total:
	8,571,320 % of Total: 100.00% (8,571,320)	\$15,999,200.70 % of Total: 100.00% (\$15,999,200.70)	
1. Organic Search	2,363,019	26.29%	
2. Direct	1,342,179	19.73%	
3. Paid Social	1,315,853	7.59%	
4. Paid Search - Brand	1,155,284	20.15%	
5. Email	419,148	5.24%	
6. Social	359,054	1.92%	
7. Shopping	325,156	2.81%	
8. Referral	310,628	8.24%	
9. PDC	247,292	0.93%	
10. Retargeting	219,640	2.97%	

- The following chart shows the top 20 pages since the new was rolled out in terms of revenue:

Entry Page	Total Revenue	% of Total Revenue
/	\$1,360,279.59	55.33%
/home	\$229,791.26	9.35%
/entry-page-3/	\$123,821.63	5.04%
/entry-page-4/	\$113,420.97	4.61%
/entry-page-5/	\$37,690.93	1.53%
/entry-page-6/	\$34,153.08	1.39%
/entry-page-7/	\$33,337.38	1.36%
/entry-page-8/	\$22,176.62	0.90%
/entry-page-9/	\$15,803.57	0.64%
/entry-page-10/	\$15,389.02	0.63%
/entry-page-11/	\$11,499.01	0.47%
/entry-page-12/	\$11,429.66	0.46%
/entry-page-13/	\$9,514.43	0.39%
/entry-page-14/	\$9,049.08	0.37%
/entry-page-15/	\$8,705.87	0.35%
/entry-page-16/	\$7,515.14	0.31%
/entry-page-17/	\$7,088.39	0.29%
/entry-page-18/	\$7,004.66	0.28%
/entry-page-19/	\$6,109.70	0.25%
/entry-page-20/	\$5,763.71	0.23%

- ~65%+ of revenue comes from traffic entering the homepage
  - This is expected in a profile with 92% of traffic coming from branded queries
- Although Google makes up ~93% of organic traffic, it only accounts for 89.60% of all organic revenue.



## Competitive Overview

### Competition

- In terms of competition, we looked at the top example product brands in the industry, and then compared them to the metrics we discovered in the 2014 audit to see how things have changed in ~2 ½ years.
  - o Note that there are actually many other true organic search competitors to Inseev.com, like company 1, company 2, company 3, etc.
  - o For purposes of the audit, we looked at example product specific brands, and some brands dominating in the example product 2 category.
    - Competition is broken down into the following categories:
      - Large retailers: Retailer 1, retailer 2, retailer 3, retailer 4, etc.
      - Example product 1/example product 2 specific companies: Company 1, company 2, company 3, company 4.
      - Example product 1 specific companies: Company 1, company 2, company 3, company 4.
- The table below documents the competitors above. This table shows the number of ranking keywords they have (in the top 100) and domain authority.

Domain	DA	Organic Keywords
Company 1	97	59634703
Company 2	86	761351
Company 3	84	2695325
Company 4	79	2600650
Company 5	68	60137
<b>Inseev.com</b>	<b>61</b>	<b>20924</b>
Company 7	57	19758
Company 8	44	8100
Company 9	43	5864
Company 10	42	36591
Company 11	34	9623
Company 12	33	14011
Company 13	31	9708
Company 14	31	10134

- o This table is intended to show the wide variety of competitors in the industry competing for terms.
  - In terms of example product brands, Inseev is ahead of all competitors, with company a coming in a close second.
  - Company 12 only has a DA of 33, but has 14,011 ranking positions.

- This indicates they are focusing on SEO by building out content and categories.

- The following table shows example product competitors with a variety of authority metrics and keyword metrics in 2014.

Domain	Competitor Relevance	Common Keywords	Organic Keywords	Moz DA	Majestic TF	Majestic CF
Inseev.com	-	-	840	47	21	34
Company A	8.55	149	902	53	22	37
Company B	5.2	83	754	43	24	34
Company C	4.3	104	1577	32	17	26
Company D	4.13	52	417	28	27	32
Company E	3.48	36	193	27	7	18

- Note that the organic keywords is much higher because SEMRush changed their data set to report on keywords ranking in the top 100, rather than just the top 20.
  - Company A has hardly grown their DA, and Inseev.com has actually passed them since our last audit.
  - Company C has not increased their DA at all in ~2+ years.

## Competitive Analysis

- To perform competitive analysis we focused our efforts on example product brands and example product that are ranking for non-branded example product terms.
  - There are a number of competitors outranking Inseev.com in the SERPs we have targeted that have considerably less domain and page authority.
- The largest term in the industry is undoubtedly “example product” (monthly search volume of 246,000 according to Google’s data).
  - Inseev has been steadily hovering between positions 4-8 throughout the past ~5 months.
    - At the time of this audit, Inseev.com is in position 5.

## Best Seo company in San Diego, CA - Yelp

[https://www.yelp.com/search?find\\_desc=Seo+Company&find...San+Diego%2C...](https://www.yelp.com/search?find_desc=Seo+Company&find...San+Diego%2C...) ▼

Reviews on **Seo** company in **San Diego**, CA - Storm Brain, That Marketing Geek, Eric Strate, CNG Digital Marketing, Tiny Frog Technologies, Grow Team, Inc, ...

## Eric Strate - 16 Reviews - Marketing - 13754 Mango Dr, Torrey Pines ...

<https://www.yelp.com> › Professional Services › Marketing ▼

★★★★★ Rating: 5 - 16 reviews

(858) 461-8010 · 13754 Mango Dr Ste 302. San Diego, CA 92014 .... I've talked to many **SEO** specialists in **San Diego** and spent A lot of time and money trying to ...

## San Diego SEO Meetup (San Diego, CA) | Meetup

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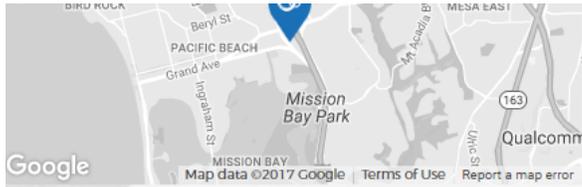
**San Diego SEO** Firm is a full-service SEO agency that provides the San Diego, California region with professional search engine optimization services. Call us ...

## San Diego SEO Company | SEO Services from **Inseev** Interactive

<https://www.inseev.com/> ▼

We are a **San Diego** based full service online marketing firm with core competencies in search marketing and analytics.

- Within the top 5 results, only one other result is an actual example product brand, Company X.
- Company X does have considerable authority, but they also have something Inseev.com does not on their homepage – text.
  - Toward the bottom of the page there is a text block that uses “example keyword” a number of times (granted, their brand name also has example keyword in it).



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##### Our Values

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##### Work With Us

##### Privacy Policy

#### WHAT WE DO

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White Hat Linking

Link Removal

Local SEO

SEO Audits

##### Paid Search Engine Marketing (SEM)

##### Social Media Account Management

##### Social Advertising

##### Reputation Management

##### Conversion Rate Optimization (CRO)

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##### Integrated Campaigns

#### HOW WE DO IT

##### Case Studies





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- The next largest industry term is “example keyword 2” (estimated monthly search volume of 27,100).

## High Rank Websites: San Diego SEO Agency & Web Design Company

[www.highrankwebsites.com/](http://www.highrankwebsites.com/) ▼

High Rank Websites has been providing **SEO** and Web design **services** since 2005 and offers **search engine optimization** without long term contracts.

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## SEO Agencies San Diego | Top SD Online Marketers | 10 Best SEO

<https://www.10bestseo.com/agencies/sd/> ▼

#2 of 10 Best **San Diego SEO Companies** of 2017 - Brighthaus is the marketing community to contact when you get serious about obtaining great digital ...

## San Diego SEO Company. Local, National & International SEO + More.

<https://www.planetmarketing.com/seo/> ▼

★★★★★ Rating: 5 - 8 reviews

Let's meet face-to-face anywhere in **San Diego** and go over your goals. All I care about is getting your phone to ring, making sales, and driving inquiries.

## San Diego SEO Company | SEO Services from Inseev Interactive

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## San Diego SEO Services - Search Engine Optimization - CA

<https://www.redsandmarketing.com/search-engine-optimization/>

**San Diego SEO firm** serving clients around the world. We'll help you improve your web traffic and profit with a powerful search engine optimization campaign.

- Again, we see Company X outranking Inseev, but we do see Inseev in position 4.
  - Company Y is close behind in position 5.
- The last SERP we analyzed is “example keyword 3,” as this is the only category page on Inseev.com with optimized text on it:

## San Diego SEO | Search Engine Optimization Experts

<https://launchsourceseo.com/> ▼

Looking for a **San Diego Search Engine Optimization** company that delivers results? Launch Source offers expert SEO services. Contact us to learn how to ...

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<https://www.socialseo.com/san-diego-seo> ▼

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## #1 SEO San Diego : San Diego SEO Company

[www.seooneclick.com/](http://www.seooneclick.com/) ▼

Although there are valuable secondary benefits from **SEO** like brand .... in all of **San Diego** and our Internet presence in search is a big part of that reason.

## Top 15 SEO Companies in San Diego - March 2017 Reviews - UpCity

[upcity.com/local-marketing-agencies/lists/top-15-seo-companies-in-san-diego](http://upcity.com/local-marketing-agencies/lists/top-15-seo-companies-in-san-diego) ▼

We put together a list of some of the best **SEO** companies in **San Diego**. Did your favorite make the cut? Find out!

## San Diego SEO Company: Best SEO San Diego - San Diego SEO ...

[www.ampedlocal.com/](http://www.ampedlocal.com/) ▼

Our **San Diego SEO** Services include SEO, Website Design, Lead Generation, Small Business Marketing, Digital Marketing, Internet Marketing in San Diego, CA ...

## SEO In San Diego- Vega Marketing Solutions

[vegamarketingsolutions.com/seo-san-diego/](http://vegamarketingsolutions.com/seo-san-diego/) ▼

**SEO** in **San Diego** is made easy when working with us. We're local and conveniently located in Agoura. Call for a free Marketing Analysis! 805-290-6933.

## Saba SEO: San Diego SEO Company You Can Trust

<https://www.sabaseo.com/> ▼

**San Diego SEO** Company, strives to help our clients generate qualified leads, grow revenue, increase online visibility & branding. Need help?

## SEO Company, Awarded #1 In USA, Best SEO Services - Ignite Visibility

<https://ignitevisibility.com/services/seo/> ▼

★★★★★ Rating: 5 - 24 votes

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## High Rank Websites: San Diego SEO Agency & Web Design Company

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High Rank Websites has been providing **SEO** and Web design services since 2005 and offers **search engine optimization** without long term contracts.

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- Although Inseev is not pictured, we can still glean some insight from the top ranking pages.
  - Company A is in position 1, and they definitely have the best assortment of example product on the entire SERP.
    - <https://CompanyA.com/collections/...>
  - We suspect this is likely helping their user engagement metrics, like bounce rate, dwell time, etc.
  - They also utilize a header on their category pages to seed keywords at the top of the page, which is a powerful signal to the search engines.

## SEO Services & Consulting

Search engines like Google and Bing keep people coming back to their websites by providing the most satisfying search results possible.

- Company A also names their products using keywords, which is an awesome strategy to increase keyword density and make the page more relevant for a term.



"Keyword" product

\$4.00 USD  
\$6.00

Product

\$4.00 USD  
\$6.00

"Keyword" product

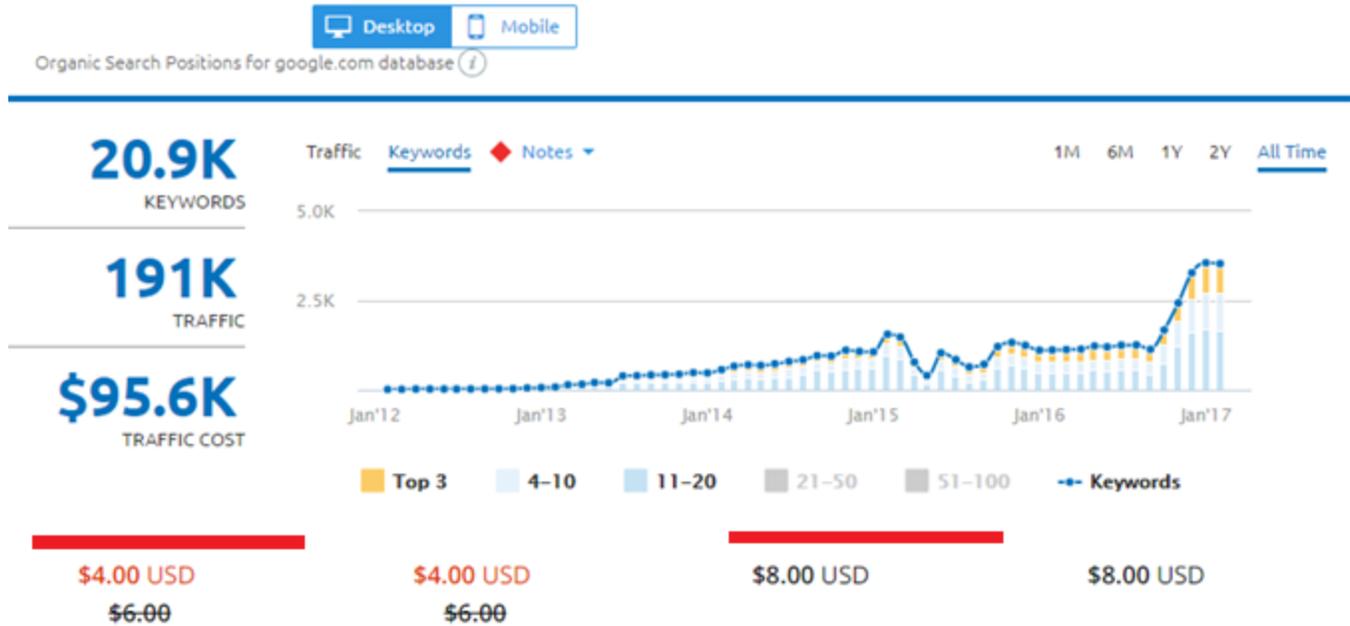
\$8.00 USD

Product

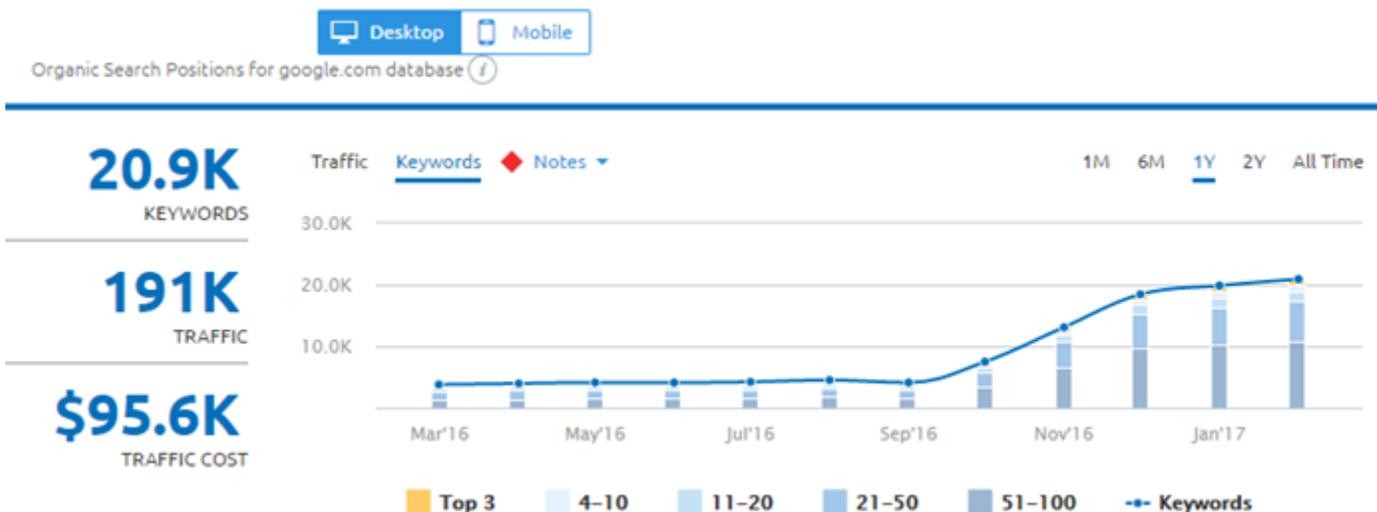
\$8.00 USD

### Keywords & Rankings

- The following graph shows the trend of Inseev.com keywords ranking in the top 20 since January 2012.
  - The hockey stick coincides with the launch of the new site, as the new site was pulled off of example client-side script functionality that Google had problems understanding and there was extensive keyword research performed prior to launch.



- The following graph shows the trend of keywords ranking in the top 100 over the past year.



- o Although there was a large increase in overall visibility, we are not seeing a huge growth in Y/Y traffic.
  - There are a number of reasons why, mostly because SEMRush does not accurately account for branded growth/decline or seasonality.
- The product of our keyword research can be seen in the spreadsheet on the tabs titled “Keywords to Target – example product 1,” and “Keywords to Target – example product 2.” We split them up for convenience and ease of use.
  - o These lists are comprised of data from AdWords keyword level data, our own organic keyword research, and competitor rankings.

- This document will serve as a basis for the keyword mapping work that will be done as a first priority following the audit.

## Next Actions

- The following table defines actions in order of priority, with who the action is assigned to for completion.

Action	Assigned To	Priority
301 all http:// URLs to the comparable https:// version	Inseev	1
Change all canonical URLs to point at the absolute https:// version of the page	Inseev	2
Ensure all internal links are pointing to the https:// version or are relative URLs	Inseev	3
Remove the H1 class from the logo	Inseev	4
Noindex all duplicate product pages	Inseev	5
Noindex all /constant URLs	Inseev	6
301 /home to the root domain	Inseev	7
Add JSON-LD schema markup for aggregate ratings, inventory, and price	Inseev	8
Increase page speed scores to 85+ on the site	Inseev	9
Optimize the Inseev Wiki page	Inseev	10
Populate the HTML sitemap with every category page on the site	Inseev	11
Add rel="next" and "prev" tags to paginated category pages	Inseev	12
Fix all pages that have "Search Results" as the title tag and desc. tag	Inseev	13
Change the dynamic product page title tag to be more user-friendly	Inseev	14
Create unique title tags for every product	Inseev	15
Update all H1 tags to be the focus keyword	Inseev	16
Fix the blog homepage title tag	Inseev	17
Move the blog from a subdomain to a subfolder (if the blog becomes active)	Inseev	18
Edit alt tags on category pages to be the primary focus keyword	Inseev	19
Perform page <> keyword mapping	Inseev	1
Write optimal H1, URL, Title, Description for all new and existing pages	Inseev	2
Discuss adding text to category pages, and running an A/B test	Inseev	3
Create an internal link map (dependent on category page copy)	Inseev	4
Set up a Bing Webmaster Tools account	Inseev	5
Discuss an international SEO strategy	Inseev	6
Build 100+ high-quality links	Inseev	Ongoing