Inbound Audit

As promised, we've done an extensive Inbound audit of ▨▨▨▨ the sections below, you will see our executive summary, recommendations, and general notes.

In terms of next steps, we'd be happy to walk you through the findings below later this week and map out a path to partnership to make sure your site is optimized to increase your market share.

- **TL;DR**
  - **The Good**
    - Built on Hubspot CMS
    - Good amount of on-page content
    - Decent domain authority but needs to be improved compared to top competitor
    - Looks like there is a slight increase in traffic since launching new site but could be brand traffic
  - **The Bad**
    - Good amount of content, just needs to be optimized better
    - Big decline in traffic recently starting in January
    - Big loss in backlinks recently, correlates with traffic loss
    - Only ranking for 1 money keyword on page 1
    - Title tags not optimized properly
    - On-page optimization needs work from both a keyword optimization and formatting standpoint
    - Poor Google Ads account structure around ads that were ran end of 2021
    - Too self-serving on blog articles - need to cite/link other sources

- **Audit:**
  - **Domain Authority:**
    - Score: 38/100
    - Context: Only sites like Amazon get into the 90s. This is a decent domain authority compared to competitors - we'll want to aim for the upper 60s to become dominant. Link building will directly affect this.

Domain 🌐	Authority sc...	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic ...
▨▨▨	38	252.9K ↑	7.4K ↑	369 ↓	245.6K	719	0	$0
▨▨▨	38	951.4K ↓	1.2K ↓	1.5K ↓	187.7K	760	7	$121
▨▨▨	58	145.6K ↑	17.9K ↓	12.7K ↓	68.9K	5.8K	0	$0
▨▨▨	47	1.6M ↑	467 ↑	232 ↑	354.3K	1.9K	23 ↑	$893 ↑

Authority sc...	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic ...
38	258K ↑	7.4K ↑	370 ↓	247.6K	737	0	$0
53	95.1K ↑	38.3K ↓	8.8K ↓	177.1K	2.9K	38 ↑	$9.41K ↑
35	3.5M ↓	114 ↓	683 ↓	3.9K	334	0	$0
32	1.4M ↑	697 ↑	782 ↑	10.5K	424	2 ↓	$9
38	404.6K ↑	3.9K ↑	380 ↑	5.5K	635	0	$0

Authority sc...	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic ...
38	258K ↑	7.4K ↑	370 ↓	247.6K	737	0	$0
38	1.4M ↑	641 ↑	13.9K ↑	9.4K	618	2	$14 ↓
48	418.1K ↑	3.6K ↑	13.9K ↓	123.1K	2.1K	113 ↑	$28.14K ↑
58	16.3K ↑	209.3K ↓	32.8K ↓	1.1M	3.5K	111 ↑	$3.67K ↑
50	708.6K ↑	1.7K ↑	1.2K ↓	218.9K	2.1K	0	$0

| Authority sc...	Semrush Rank	Org. Traffic	Org. Keywords	Backlinks	Ref. Domains	Paid Keywords	Paid Traffic ...
38	258K ↑	7.4K ↑	370 ↓	247.6K	737	0	$0
49	130.2K ↓	19K ↓	12K ↑	29.8K	2.4K	33 ↑	$1.22K ↑

- untapped keywords
- tapped keywords
- oundation - untapped keywords

- **Keywords**:
  - # of ranking keywords: 188
    - Out of 188, around 30 keywords are ranking page 1, mostly misspelled variations of ▨▨▨▨
    - Only money keyword ranking page 1: "▨▨▨▨▨▨▨▨▨▨▨▨" is ranking #8
  - Keyword Gap Analysis

Keyword Overlap 🇺🇸 US
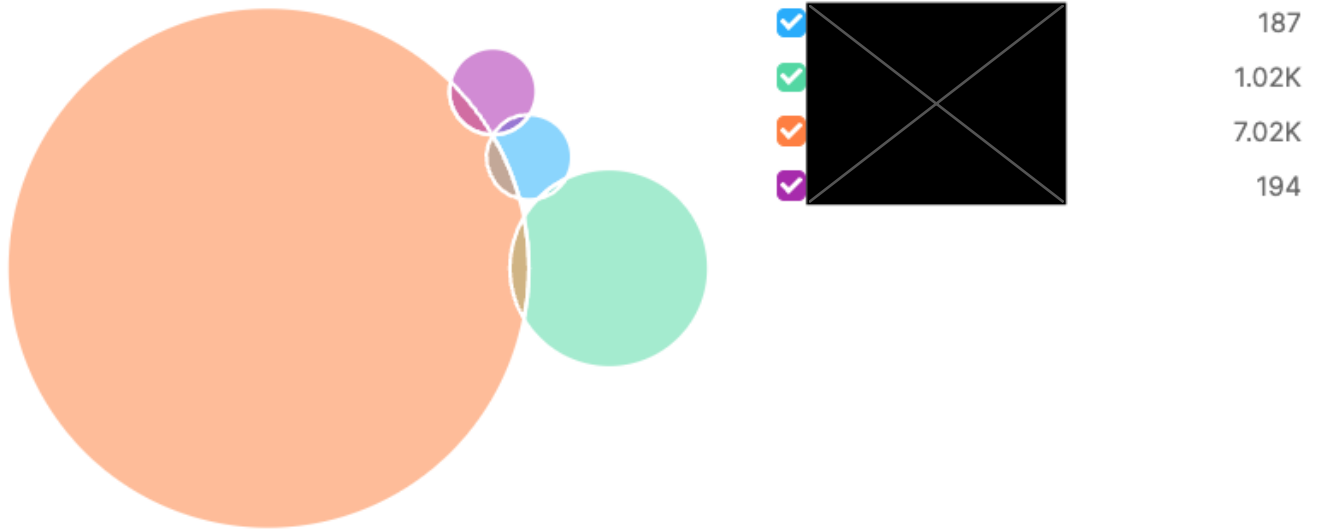
- ■
  - ■ [Untapped keywords - containing](#) ▨▨▨
  - ■ [Untapped keywords - containing](#) ▨▨▨
  - ■ [All untapped keywords](#)
- ● **Traffic Trends**
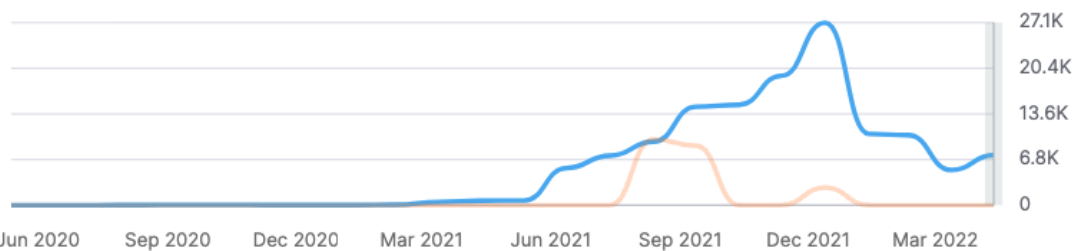
- ●
- ● **Title Tags**
  - ■ Homepage title is descriptive but could be better optimized; is truncated (too long)
  - ■ Rest of pages don't have a proper title tag - just pulling in title of page (i.e. "▨▨▨- Non Profit"
- ● **Content Strategy**
  - ■ Posting to the blog regularly, as of late
  - ■ Article titles don't seem to be keyword-focused
  - ■ Decent inner-linking to internal pages and other articles - should link to internal pages higher in the article

- - - ■ Should also consider linking to 3rd-party resources so we aren't so self-serving - will add more credibility in the eyes of Google
      - ■ Good amount of content on pillar pages
      - ■ Video that can be used for paid campaigns
  - ● **On-Page Optimization**
    - ■ Improper use of nested headings
      - ● https://www.▨▨▨▨▨▨▨▨
        - ○ Currently has H6 for "▨▨▨▨▨▨▨▨▨▨"
        - ○ "▨▨▨▨▨▨▨▨▨▨▨▨▨▨▨" is the H1
        - ○ H1 should be "▨▨▨▨▨▨▨▨▨" or something along those lines - H6 should really be an H2 and be used for supportive messaging
    - ■ Headings are more value-prop based rather than target keyword-based
    - ■
  - ● **Technical Site Audit**
    - ■ **75/100**

  - - ■
    - ■
      - ■ Context: we always want this score to be above a 90
      - ■ Major errors are minimal - should be able to get this score above a 90 within 4 months
    - ■ **Paid**
      - ■ Identified target keywords on Google Ads:
        - ● Keyword
        - ● ▨▨▨▨▨▨▨

- **** looks like there was a poor account build as it looks like the account was matching with some pretty low quality keywords**
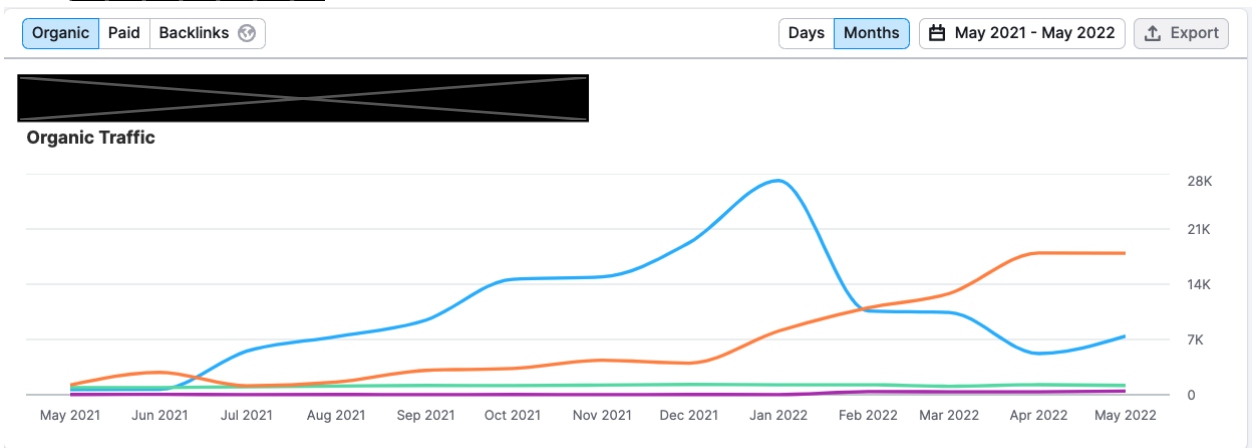
☑ HighlightAd Copy   🖥 Screenshot

☑ HighlightAd Copy   🖥 Screenshot

| Organic | Paid | Backlinks 🌐 | | Days | Months | 📅 May 2021 - May 2022 | ⬆ Export |

Organic Traffic

Recommended Strategies List:

- **Full Keyword Research & Mapping (Week 1)** - to start, we need to identify all potential keywords we want to rank for and then map them to corresponding pages on the website. This will also help us to identify what new pages we need to create so we can individually optimize them for specific keywords - this is paramount to any inbound success, both paid and organic
- **Title Tag / Meta Description Optimization (Week 2)** - Title tags are the headlines that show up in Google search results and the meta description is the description right below the heading. Optimizing these for target keywords is paramount in any SEO strategy and optimizing the descriptions will help to increase click through rates.
- **Headings Optimizations (Week 2)** - optimizing headings for target keywords will help to improve rankings as well as make the content more digestible / improve user experience by ensuring the content is broken up into logical sections.
- **On-Page Optimization (Week 2) -** there are a wide variety of elements to consider for on-page optimization - these are the ones we need to focus on:
  - Improve content structure on internal pages to include better headings so the content is more digestible
  - Improve inner-linking strategy
  - Optimize for semantic keywords and target keywords
  - Optimze body copy for target keywords
- **Content Generation (Week 3)** - craft new articles regularly that are based on keyword research. This will help to expand the number of keywords for which the site ranks and will help to develop a better interlinking strategy amongst all of the content to improve our internal linking score and help Google better understand what terms for which the site should rank.
- **Link Building (Week 3)** - these efforts will help to build domain authority and, in turn, improve rankings on current keywords and to help expedite ranking improvements on newly targeted keywords. We build relationships with 3rd-party websites, offer free content optimized for their user base and include a link in that content. We only go after targets that are relevant to your industry or have a section on the site that is relevant.
- **Technical Optimizations (Week 3)** - technical optimizations are paramount in laying a solid SEO foundation. We want to achieve a technical audit score of 90+ in order to ensure that any new content we post has the best chances of ranking.
- **Google Ads Search Campaign (Week 3)** - this is a great way to drive high-quality traffic quickly while we are trying to improve rankings organically. This will allow us to get page 1 exposure on keywords for which we aren't currently ranking and can help to identify more quickly what keywords are most effective. We create highly segmented campaigns/ad groups to ensure that our ad copy speaks directly to the keyword searched so we can get optimal cost-per-clicks, click-through-rates and ultimately conversion rates.
- **Google Display Ads for Prospecting (Week 4)** - this is a fantastic way to start building top-of-funnel traffic that will then feed middle and bottom-of-funnel campaigns. We build

custom audiences using a wide variety of targeting tactics to zero in on prospects and get some brand awareness.

- **Google Ads Display Remarketing (Week 4)** - this is a great way to capitalize on lost opportunities (those who have visited the site but did not take action / convert). We build specific retargeting audience pools for each product/service you offer so we can ensure our messaging is on point.
- **LinkedIn Ads (Week 4)**- LinkedIn is a great place to build a B2B funnel if demographic or list targeting is a viable option. Our prospecting campaigns are designed to identify new prospects and, based on their engagement, will move qualified individuals to the next stages of the funnel. Great for brand awareness, funnel building & driving new leads.