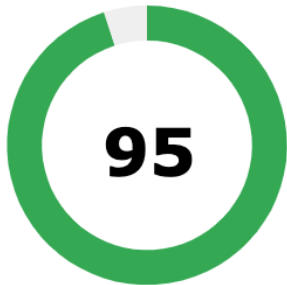


Overall Marketing Grade: A-



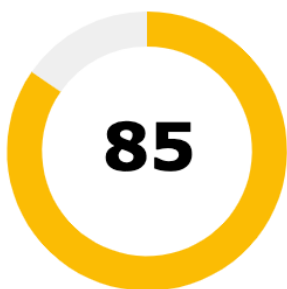
Website Performance Score

Overall, your website is performing very well. There are a few minor suggestions to be considered to improve the overall user experience, but they aren't imperative to your success. Your website's Core Web Vitals metrics are a little behind the new industry standard, but are improving. Also, your average keyword position is just outside of the top 10, so we will continue to monitor this to make sure we see improvement in the coming months.



Social Credibility Score

There are plenty of great reviews across your social channels and they are featured prominently on your website, which builds great social credibility. The only suggestion we have to increase your performance here is to increase your social engagement and blog posting. This will help your visibility and help drive more traffic to your website.



ROI Marketing Score

Most marketing channels that will provide measurable return on your investment are being utilized. The exception here is paid social, which may help boost your sales efforts but isn't imperative to your success. Additional suggestions to improve your marketing ROI can be found in the Site Recommendations section.



Brand Marketing Score

Overall your brand is very consistent onsite and throughout your public channels. However, we aren't getting as much referral traffic to the site as we could be. Completing the link building campaign to increase the number of backlinks on your site will greatly improve this.

Top Takeaways for

Top Items to Improve Marketing Performance:

1. Refocus target keywords
2. Continue link building campaigns
3. Improve CWV metrics

Goals to Measure Success:

1. Improvement in referral traffic percentage
2. Reduction in site load time
3. Increase in overall visibility and average search position
4. Increase in lead submissions
5. Increase in social reviews and ratings

Key Performance Indicators to Watch:

1. Number of contact form submissions
2. Number of calls tracked
3. Volume of website traffic
4. Number of social media traffic to the website
5. Increase in website Domain Authority

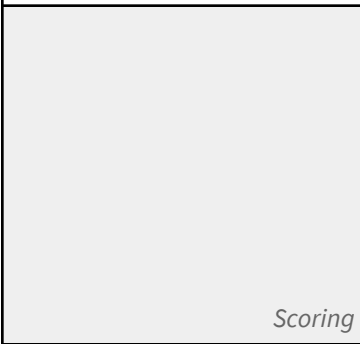

A full list of SEO & Site recommendations can be [found here.](#)

I. Website Performance Score

This is an average of three scores that are designed to test your overall website performance. We measure your website credibility, conversion rate optimization and SEO performance. Together these metrics tell us not just your website diagnostics, but if your website is optimized to your specific business objectives.

A. Website Credibility			
	Good	Needs Improvement	Poor
Pop-Ups & Disruptions	✓	—	—
<i>Scoring</i>	0-1 Ads	2-3 Ads	More than 3
<p>If possible, avoid having ads on your site. If you do have ads, clearly distinguish the sponsored content from your own. And you want to minimize the number of interruptions to the user—so make sure it’s relevant and specific to your business because you may only get one shot at interrupting them before they bounce.</p>			
Overall Messaging	✓	—	—
<i>Scoring</i>			
<p>What is the goal of your site? To sell a product? To build leads for your business? To drive physical traffic to your location? Whatever your end goal is, the language throughout your site should clearly support that.</p>			
Contact Information	✓	—	—
<i>Scoring</i>			
<p>Make your contact information clear and easy-to-find. Include the business phone number and physical address. Include an easy-to-fill contact form so contacting you is quick and easy.</p>			
Updates & Relevancy	✓	—	—
<i>Scoring</i>			
<p>Readers will consider your website less trustworthy if they see something they recognize as outdated. Are there old news stories highlighted on your homepage? Do you have a blog on your site that hasn’t posted anything in over a year? Build confidence in your expertise by showing that you are keeping tabs on your industry.</p>			

History & Details	✓	—	—
<i>Scoring</i>			
<p>You want to be clear about who you are as a company and one of the best ways to do this is to show that there are real people behind the scenes who are trustworthy and knowledgeable.</p>			
Call-to-Action Buttons	✓	—	—
<i>Scoring</i>			
<p>Make your important CTAs look like buttons. Give them a color that stands out from your theme's main colors so they're easy to spot. Designate primary and secondary CTAs if appropriate.</p>			
Site Navigation	✓	—	—
<i>Scoring</i>			
<p>Make sure your website navigation is easy to understand so that people can find the information they're looking for about your business. Use common labels for pages that are typical to all sites (ex: don't use labels like "get in touch" for a contact page) and avoid drop-down menus.</p>			
Authority & Expertise	✓	—	—
<i>Scoring</i>			
<p>Do you have experts on your team? Are they authorities in their field? Be sure to give their credentials. Are you affiliated with a respected organization? Make that clear. Also, don't link to outside sites that are not credible. Your site becomes less credible by association.</p>			
Grammar & Mistakes	✓	—	—
<i>Scoring</i>			
<p>Whether the font is too small or a word is misspelled, whether the images aren't loading properly or a call-to-action button is broken, these errors highlight a lack of attention to detail. Seen once and it's human error (we all make mistakes), seen multiple times throughout the same website and it swiftly begins to diminish your credibility.</p>			

Mobile Interface	✓	—	—
 <p style="text-align: right;"><i>Scoring</i></p>			
<p>If you have a website, you have a mobile website—but is it optimized for mobile? There are several tips and best practices to help your website be responsive to mobile so that the user experience is seamless on both platforms.</p>			
Overall Credibility Score:			100%

B. Website Conversion Rate Optimization

	Good	Needs Improvement	Poor
Page Layout	✓	—	—
<p>A crowded layout can scare users away. With too many words and images screaming at them, visitors don't know where to look. Therefore, it's important to create your page or site based on what the user wants to see, not what you want to show. Make their decision as easy as possible by considering their path from the moment they land on the page until the final confirmation.</p>			
Interactive Elements	✓	—	—
<p>A robust site search or filter can greatly improve conversion rates on e-commerce sites. However, a site search or filter that doesn't function as expected or doesn't sort properly will have a negative effect and may be worse than no search. Make sure your search is fully functional or don't include it.</p>			
Navigation Menus	✓	—	—
<p>Dropdown menus may seem like an appealing way to organize your website, but they can actually hinder the overall user experience and may be quite annoying to your audience. Not to mention navigation dropdown menus don't translate well on mobile devices.</p>			
Calls-to-Actions	✓	—	—
<p>Not only should your CTA buttons be consistent and prominent, but every action that you want users to take on a page should be as well. All links should look clickable—whether that means adding hover states on links within text or making it a different color.</p>			
Site Speed	✓	—	—
<p>You could have the most optimized site in the world, but if it takes forever to load, you're losing customers to long wait times. And they may not come back. Average page load speed across the web is in the 2-3 second range. Adding just one second to that time frame results in 7% fewer conversions.</p>			
Customer Reviews	✓	—	—
<p>Testimonials, reviews, certifications, and other proof elements establish credibility. Visitors are more likely to believe what other customers or independent, 3rd-party reviewers say about you than what you say about yourself.</p>			
Product/Service Descriptions	✓	—	—
<p>People don't read. And even if they do, attention spans are short. Determine the most crucial information about your product/service, then draw attention to it in your copy with succinct, scannable benefits or by highlighting attributes in a bulleted list. Bottomline, you want to make sure that you're clearly conveying your key selling points without losing the reader's attention.</p>			

Form Fills	✓	—	—
<p>The rule of thumb is to ask only for the information you need. For example, if you get a ZIP code you can figure out the city and state. Asking for less personal information reduces conversion friction. Ideally, utilize 4 fields or fewer—conversions drop as fields increase.</p>			
Social Sharing Buttons	✓	—	—
<p>Whether you're offering Free Shipping, Free Returns, a Discount or a Guarantee, you're telling your customer that you're confident in your product, which in turn instills confidence in the user. Offering incentives or making their purchase 'risk-free' may seem like more of a risk to your business, but ultimately brings in more conversions.</p>			
Copy Approach	✓	—	—
<p>All too often, marketers write like ... well, marketers. Instead of using industry jargon or boasting about your company, try a more personal, human approach. People admire companies that are transparent and not pushy. It's certainly worth testing to gauge the effect that tone has on conversions.</p>			
Overall CRO Score:			100%

C. Website Search Engine Optimization*

		Good	Needs Improvement	Poor
Site Health Score	98%	✓	—	—
	Scoring	90-100%	75-89%	Below 75%
Crawlability	████████	✓	—	—
	Scoring	████████	████████	████████
Site Performance Score	████████	✓	—	—
	Scoring	████████	████████	████████
Schema Markup	████████	✓	—	—
	Scoring	████████	████████	████████
Core Web Vitals	████████	—	✓	—
	Scoring	████████	████████	████████
Keywords and Rankings				
Average Search Position	████████	—	✓	—
	Scoring	████████	████████	████████
Visibility	████████	✓	—	—
	Scoring	████████	████████	████████
Keywords in Top 3	████████	✓	—	—
	Scoring	████████	████████	████████
Organic Search Traffic	████████	—	—	✓
	Scoring	████████	████████	████████
Rank to Competitor	████████	✓	—	—
	Scoring	████████	████████	████████
Linking and Referrals				
Internal Linking Score	████████	✓	—	—
	Scoring	████████	████████	████████
# of Referring Domains	████████	✓	—	—
	Scoring	████████	████████	████████
Toxicity Score	████████	✓	—	—
	Scoring	████████	████████	████████

Site Security (HTTPS)		✓	—	—
<i>Scoring</i>				
Mobile Link Parity		✓	—	—
<i>Scoring</i>				
Overall SEO Score:				

A. Website Credibility Score	100%
B. Conversion Rate Optimization Score	
C. Search Engine Optimization Score	
Website Performance Score:	95%

B. Social Content Checklist		
	Yes	No
Blog onsite and promoted on social	✓	
Website connects to preferred social profiles	✓	
Social reviews connected to website	✓	
Social profiles include cover images + logos	✓	
Social profiles describe company + link back to website	✓	
Consistent social posts that encourage engagement	✓	
Social Content Checklist Score		100%

A. Rating & Ranking Score	
B. Social Content Checklist Score	100%
Social Credibility Score:	92%

ROI Marketing Review	
Primary Marketing Objective: Engagement	
Digital Marketing Channels	
Blogs & Content Marketing	
Email Marketing	
Search Engine Marketing Ads (PPC)	
Paid Social	
Online Banner Ads (ex: AdSense)	
Podcasts/Streaming	
Traditional Marketing Channels	
Telemarketing	
Direct Mail	
Print Ads	
Events	
Radio Ads	
Television Ads	
Outdoor (Billboards, etc)	
Overall ROI Marketing Score:	85%

Please Keep in Mind: This table *does not* take your overall Marketing budget into account, as we are typically not privy to that information. So if we're saying Events/Tradeshows are good for you to be in, but you don't have the money—don't worry about it! Set it as a goal for the future and focus on the marketing channels that are within your budget.

SEO Recommendations:

Technical:

- Fix the broken link on the home page
- Fix the number of 404 errors. Over [REDACTED] pages are linked through to [REDACTED] which is not an accessible link. Apply a redirect here or fix the page so it can be accessed.
- Switch to Google Tag Manager to improve the slight Cumulative Layout Shift (CLS) on page load and boost the Core Web Vitals score

Keyword Optimization:

- Choose one keyword to target per page and make sure H1, title tags, metas and URLs are all aligned with the chosen keyword. [REDACTED]
- Implement the below keywords on existing landing pages or upcoming blog posts:

[REDACTED]

SEO Content Opportunities:

- Create a product PDF library, where all of the PDFs can be found in one place and categorized by topic, as opposed to having to dig through to the specific product page to find them.
- Identify PDFs that are currently ranking well for desirable terms [REDACTED] and recreate them as content pages [REDACTED] for better crawlability and increased visibility
 - Example: [REDACTED]
- Unlock some of your keyword-rich content [REDACTED] Your .txt script allows for crawlers to read the content, but giving some expertise for free builds accountability and trust.
- Create a topic cluster around similar content related to your business.
 - [REDACTED]
- Create one main page for [REDACTED]
 - Right now, these pages serve similar purposes. [REDACTED]

[REDACTED]

Site Recommendations

Navigation:

- Increase the font size of the main header labels
- Restructure to remove (or reduce reliance upon) dropdown menus
- Redesign the footer to provide visual hierarchy and greater ease of navigation

Mobile Experience:

- Make the site fully responsive to address content overlap issues
- Link location addresses for easier access to map/directions [REDACTED]

Conversion Rate Optimization:

- Review and run A/B tests to identify and improve elements that may be causing friction for the user:

Usability & User Experience:

- Review all page headers to ensure legibility over background image
- Decrease character count per line [REDACTED]
- Incorporate rollover/hover state on buttons and more prominent text link style
- Use icons to identify and draw attention to downloadable content
- Create more readily scannable content on the News & Events page through utilization of columns and bolder or more prominent dates or titles
- [REDACTED]

ADA Compliance:

- Make color updates to ensure sufficient contrast sitewide per WCAG AA standards: 3.1 : 1 for header text; 4.5 : 1 for standard text
 - White text on the brand orange (#f89b20) and vice versa contrast ratio is 2.16:1

***Website SEO Checklist Definitions:**

Site Health Score: This is based on the number of errors and warnings found on your site, and their uniqueness. The higher the score, the fewer problems your site has, the better it is optimized for search engines, and the more user-friendly it is.

Crawlability: Search engines use 'crawlers' to discover and collect data from your site. Your crawlability score is the number of web pages on your site that allow these programs to do so, which improves your SERP results

Site Performance Score: A weighted average of several metric scores like Page Speed, First Contentful Paint and other Core Web Vitals

Schema Markup: A semantic vocabulary of tags (or microdata) that you can add to your HTML to improve the way search engines read and represent your page in SERPs.

Core Web Vitals: A relatively new way of grading a website, this is Google's new user experience metric that combines Largest Contentful Paint, Total Blocking Time and Cumulative Layout Shift

Average Position: The average of your ranking for all keywords in your position tracking campaign. ANy keyword you're not ranking for will be assigned a score of 100

Visibility: The Visibility index is based on click-through rate (CTR) that shows a website's progress in Google's top 100 for keywords from the current tracking campaign. A zero-percent visibility means that the domain isn't ranking in Google's top 100 results for any of these keywords; and a 100-percent visibility means that the domain keeps the first position in the SERP for all of these keywords.

Keywords in Top 10: This the number of keywords that are coming up in the first 10 SERP results

Organic Search Traffic %: The percentage of search traffic coming from keywords that aren't directly related to your business (which would be Direct traffic).

Rank to Competitor: This is an overview of rankings you and your competitors have in the Google top 3, top 10 and top 20 and top 100 organic results.

Internal Linking: The distribution of internal links across your website. You can quickly detect if you have any orphaned pages, pages with only one incoming internal link, or pages with too many outgoing links.

Number of Referring domains: The total number of active referring domains that have at least one link leading to the analyzed domain, subpath or URL.

Toxicity Score: A website's Toxicity Score is based both on the number of toxic backlinks leading to the website and the importance of discovered toxic markers.

Site Security: If your website doesn't use HTTPS, more than 67% of your website visitors are getting a big warning about your site not being secure. You should also display any applicable trust badges on your website - this is particularly important if you're asking for sensitive information like a credit card.

Mobile Link Parity: Ensuring that the links on your mobile site are the same as the links on your desktop site—this is especially important for your header and footer links, contact information, etc.

SOURCES

** List of relevant sites used as sources will be made available with your completed audit