

**DEEP FIELD**

# **SEO AUDIT REPORT**

[ REDACTED ]

May 2017

Prepared by Deep Field, Inc.



# Overview

## Sources

The goal of this audit is to evaluate [ URL REDACTED ] for health in a variety of areas in order to determine how the site might be better optimized for search engines and end users. In order to complete the audit the following sources were reviewed:

- Google Analytics profile
- Google Search Console
- Google My Business Account and Profile
- Independent site crawls
- Data collected via 3rd party sites such as MOZ, SEMRush, Ahrefs, etc.

## Report Organization

This report describes the findings of the audit and related recommendations, action items and follow-up questions that resulted.

- **Recommendations** - These are suggestions and proposals that Deep Field, Inc. would undertake if they were managing the campaign for the site. Typically, these are not specific action items, but instead are general guidelines for optimization and performance.
- **Action Item** - These are specific actions/tasks that need to be taken immediately.
- **Questions** - These are questions that emerged during the audit process and would be valuable for you to answer

## General Information

The domain was initially registered in December 2003 and recognizable captures by Wayback.archive.org can be found going back to the same month it was registered. The domain registrar is GoDaddy.com and expires December 10, 2017. The registrant contact information is made private via Names By Proxy, a partner company of GoDaddy.

The site ([ URL REDACTED ]) has an Alexa Traffic Rank of 9,016,455.

Google Analytics data goes back to September 2008. The overall traffic from September 2008 to the time of this audit:

- 295,854 sessions
- 247,707 users
- 765,451 pageviews
- 2.59 pages per session
- 00:01:53 average session duration



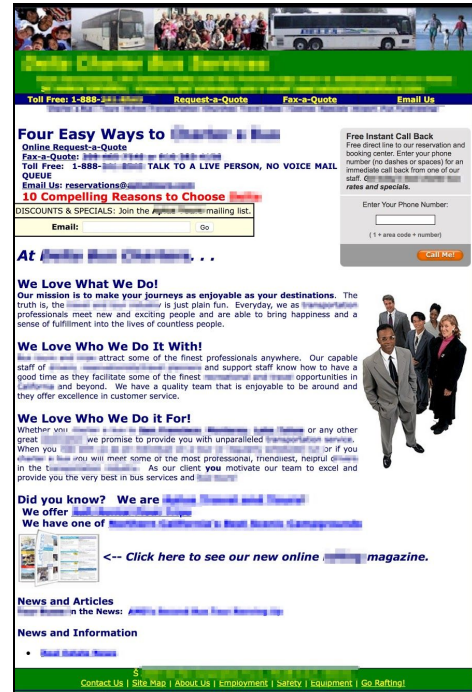
[ URL REDACTED ]  
from Wayback Archive December 2013

- 51.74% bounce rate

Of these, nearly all were EN-US and EN language sessions.

Interestingly, it appears that traffic may have been impacted in the first half of 2013, sometime around May. Prior to this it was typical for the site to receive well over a hundred sessions a day (except for December 2012). After May 2013 the site rarely reached a hundred sessions a day again until January 2015. Reviewing the site via Wayback Archive, it doesn't appear that there were significant structural changes to the site (though information is limited) and there are no annotations in Google Analytics that indicate changes. Organic sessions for 2012 were 25,545 but following years never surpassed 20,000:

- 2012 25,545 / 2128 average per month
- 2013 19,770 / 1647 average per month
- 2014 16,552 / 1379 average per month
- 2015 18,978 / 1582 average per month
- 2016 18,044 / 1504 average per month



[ URL REDACTED ]  
from Wayback Archive February 2007

Outside of this, traffic appears normal and consistent.

Examining more recent traffic from January to April 2017:

	Jan 17	Feb 17	Mar 17	Apr 17	All
Sessions	2,339	2,383	2,652	1,514	8,888 total 2,222 average
Users	2,003	2,007	2,275	1,307	7,413 total 1,853 average
Pageviews	5,331	5,329	5,758	3,320	19,738 total 4935 average
Pages/Session	2.28	2.24	2.17	2.19	2.22 average
Avg Duration	00:01:42	00:01:33	00:01:31	00:01:42	00:01:36 average
Bounce rate	56.65%	57.41%	57.20%	53.24%	56.44%

Of these sessions, over 97.5% are EN-US and EN language. Mobile accounts 37% of sessions and 38% of users.

Google Analytics Acquisition data shows that 65% of traffic comes from organic search, followed by direct traffic and paid search which were approximately 14%. Mobile traffic 38% of organic traffic, 52% of direct traffic and 12% of paid search. Overall, social traffic was nearly non-existent with only 24 sessions.

From April 7th to April 11th this year there was no traffic to the site.

# SEO Audit

## Technical SEO

This section of the report focuses on technical aspects, including accessibility and indexability of the site in order to determine if there are any issues negatively impacting user experience or search engine performance.

### Observations

- Robots.txt is installed and is accessible. Google has identified no warnings or errors with the robots.txt file. It was last seen by Google on April 6, 2017. There is currently only one disallow in the file which is for the Wordpress Admin subdirectory (/wp-admin/).
- Yoast SEO Plugin for Wordpress is installed on the site and is submitting a sitemap.xml (/sitemap-index.xml and /page-index.xml). There are currently 29 URLs included in the /page-sitemap.xml file and it was last updated on 04/19/2017.
- While Google is crawling the site and indexing some pages, the sitemap.xml file has not been submitted in Google Webmaster Tools. This may be one of the causes of the discrepancy between the number of pages indexed by Google and the number of pages that should be indexed according to the sitemap.xml file. There are currently 29 pages in the sitemap.xml file, 52 pages shown as indexed by Google in Webmaster Tools and 86 pages via a site search on Google.com.
- Google Webmaster Tools shows six pages returning internal server errors (response code 500). These are likely old pages that need to be deleted and/or de-indexed.
- Google Webmaster Tools shows 70 pages returning 404 not found errors.
- Google has detected no security issues on the site.
- The site's structure is easy to navigate and pages have a single click depth.
- The URL structure is generally good though there is some inconsistent use of dashes. Nine pages utilize the underscore.
- There is schema markup on the site, but pages have multiple items and data types on a single page. Google Webmaster Tools shows 186 items on 26 pages. A test on the homepage shows that there are eight different markups on the page, far too many for the amount of content and likely confusing for Google bots.
- The content on the site is not currently secured by an SSL certificate.
- There are currently no redirect chains found on the site.
- Google PageSpeed Insights tool rates deltachaterbus.com 69/100 on desktop and 61/100 on mobile. The mobile speed score may have some impact on the bounce rate associated with mobile traffic to the site.

### Recommendations

- Install and configure a valid SSL certificate and ensure that https is set to the preferred domain within Google Webmaster Tools.
- Regarding URL structure, on all future new pages to the site, utilize a consistent convention using a hyphen between words instead of an underscore.
- Utilize the annotations feature in Google Analytics to document any changes to the domain, significant content/structural changes, or any noticeable changes in traffic.
- Implement image optimization and browser caching recommended by Google PageSpeed Insights tool.

## Action Items

- Configure an additional view in Google Analytics that filters spam and bots to provide a more accurate view of valid traffic on the site.
- Add additional disallows to the robots.txt file to better control search crawlers and communicate that certain subdirectories and files on the domain are not to be accessed. This would include such items as login pages, theme files, scripts, etc.
- Include the location of the sitemap-index.xml file at the bottom of the robots.txt file.
- Submit the sitemap.xml file to Google via Google Webmaster Tools.
- Reconcile the inconsistent indexation of pages by ensuring current live pages are indexed correctly by Google and old pages are removed.
- Resolve the issue causing 500 response codes (internal server error) on six pages found by Google.
- Resolve the 404 response code issues for 70 pages found by Google.
- Substantially reduce the schema markup on the site strategically identifying the data types that will help Google categorize and classify the services offered by the company.
- Resolve the issue causing [ URL REDACTED ]/mobile to present the old site design to mobile browser users
- Further investigate the high bounce rate associated with the /mobile landing page and ensure that it decreases once the correct page is presented to mobile browsers.

## Questions

- Were there any significant changes made to the site or linking to/from other sites in late 2012 or early 2013?
- What changes were made to the site or domain that led to nearly no traffic between April 7th to April 12th of this year?

## On-Page SEO

This section of the report focuses on characteristics of the site's pages that impact its rankings in search engines, including content and HTML source code that can be optimized.

### Observations

- There is generally a good use of keywords on the content currently developed on the site. Some placement of the keywords could be improved to make the content more effective from an SEO standpoint.
- There were eight pages with title tags that are too long (over 65 characters or over 568 pixels) that were identified by Moz.
- There is one page with a missing meta description identified by Moz.
- The H1 tag is used inconsistently on the site. Moz identified 24 pages with no H1 tag. Independent crawls found one page with a duplicate H1 tag.
- There was no duplicate page content found on the site, indicating that each page has unique content.
- Alt text is missing from 16 images on the site.

### Recommendations

- Conduct a keyword research campaign to identify fresh keywords to expand beyond those currently being used on the site. New keywords will help expand the site with fresh content and support organic traffic growth.

### Action Items

- Address the long title tags on eight pages.
- Develop a meta description for the page that is currently missing one.
- Develop H1 tags for the 24 pages where the H1 tag is currently missing.
- Develop image alt text for the 16 images where the alt text is missing.

### Questions

- none

## Off-Page SEO

This section of the report focuses on off-page factors that impact how search engines determine the site's trustworthiness and authoritativeness. Examples of factors that impact a site's trustworthiness and authoritativeness are backlink quality and social media sharing.

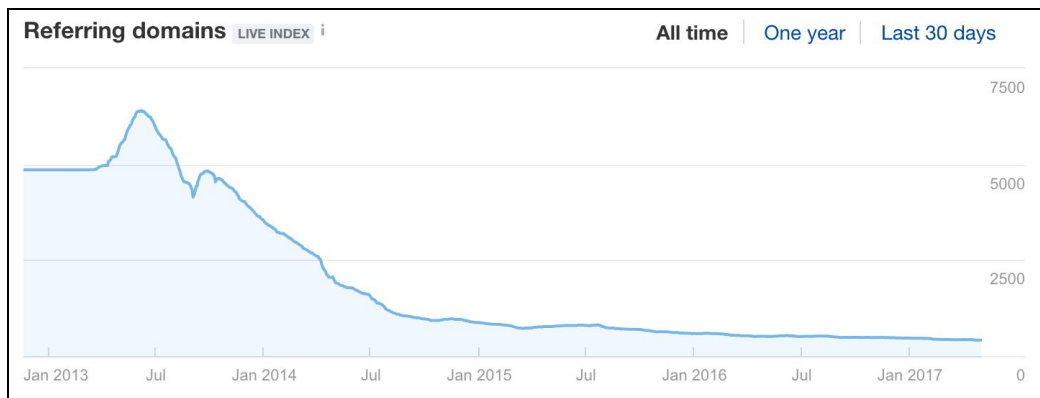
### Observations

- The Moz Domain Authority (DA) for [ URL REDACTED ] is 25/100 and it has a MozTrust rating of 3.85. Domain Authority is a score that helps predict the overall health of your site in relation to search engine ranking. The current score is 25/100 is acceptable, but considering the age of the domain it should be considerably higher, representing a greater authority.

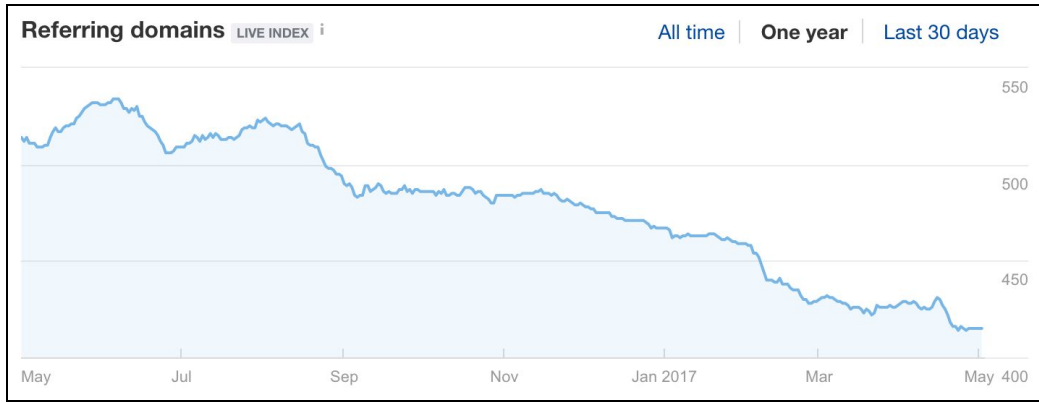
Comparatively, these sites are rated as follows by Moz:

- DA 36/100 [ REDACTED ] / [ URL REDACTED ]
  - DA 40/100 [ REDACTED ] / [ URL REDACTED ]
  - DA 01/100 [ REDACTED ] / [ URL REDACTED ]
  - DA 25/100 [ REDACTED ] / [ URL REDACTED ]
  - DA 26/100 [ REDACTED ] / [ URL REDACTED ]
  - DA 34/100 [ REDACTED ] / [ URL REDACTED ]
  - DA 36/100 [ REDACTED ] / [ URL REDACTED ]
  - DA 17/100 [ REDACTED ] / [ URL REDACTED ]
- Ahrefs shows 4300+ links from over 500 referring domains. There has been a steady decline in referral links and domains since May/June 2013. There was a sharp decrease from June 2013 to mid-2014, but it leveled and slowed (though still declining) since mid-2014. At its peak, there were nearly 6400 referring domains. Nearly all of the links, past and present are URLs with a low rating.

### Referring Domains since late 2012



## Referring Domains over the last year



- Ahrefs identified no broken links going out to other sites and no broken links from other sites.
- Moz Local identified that [ REDACTED ] is verified, but there are significant inconsistencies in the data across the major search engines. Some of the listings are incomplete, some are duplicates, and others have inconsistent information (especially mismatched from what's listed on your website).

Domain Comparison <small>Compare up to five domains</small>						
Enter your domains	1	2	3	4	5	Compare
Domain Rating	41	48	52	40	43	
Facebook	12	262	126	0	244	
Google+	0	78	1	0	5	
LinkedIn	0	0	0	0	6	
Pinterest	0	0	0	0	0	
Ref Domains	415	101	285	43	97	
Ref .gov domains	0	0	3	0	0	
Ref .edu domains	7	1	4	0	2	
Ref .com domains	234	69	181	27	73	
Ref .net domains	17	7	16	2	5	
Ref .org domains	20	5	34	9	3	
Ref IPs	334	100	283	38	101	
SubNets	300	99	261	38	96	
Referring Pages	4,352	379	18,335	92	250	
Backlinks	4,471	940	18,427	92	366	
Crawled Pages	0	97	0	53	0	
Text	4,460	937	18,419	72	355	
DoFollow	4,180	830	18,143	60	316	
NoFollow	280	107	276	12	39	
Redirect	6	0	6	9	9	
Image	127	589	17,323	0	24	
Form	0	0	0	0	0	
.gov	0	0	4	0	0	

## Recommendations

- Develop a shortterm and longterm strategy for gaining high quality links to the site and significantly reducing the high number of URLs with a low rating that link to the site.

## Action Items

- Conduct a Name, Address, Phone (NAP cleanup) consistency campaign across the major local search networks to increase the local authority of your business profile.



- Conduct a content gap analysis between [ URL REDACTED ] and competitors in order to determine which keywords and topics competitors are ranking for and which [ REDACTED ] is not. A content gap analysis can assist in developing both a link building strategy for the site and developing content.
- Actively engage customers and potential customers via social media, especially via Facebook.

## Questions

- Was a link building campaign conducted on the site in the past (i.e. 2012 or 2013 or before)?

## Addendum

A number of reports used or produced to conduct the audit are included.