
SEO Audit: **Forest City Water Polo**



Manan Patel • November 5, 2024

Audit Overview

There are 4 major sections to your report. **You must complete all of these sections.**

● Section 1: Tech SEO

1. URL Naming Conventions (Screaming Frog)
2. The SERP (Google Search)
3. Meta-titles (Screaming Frog)
4. Meta- descriptions (Screaming Frog)
5. HTTP Response Status Codes (Screaming Frog)
6. Duplicate Content (Screaming Frog)
7. Site Security (Your site)
8. Site Speed (Google Pagespeed Insights)
9. Site Architecture (Your Site)
10. Content Prioritization - H1 (Screaming Frog)
11. Mobile Friendly (Bing Mobile Friendliness Tool)

● Section 2: User Experience (UserTesting.com)

1. Completed Tests
2. Insights & Recommendations

● Section 3: Content Development

● Section 4: Link Building (MOZ,)

Part 1: Technical SEO

SEO Audit

1. URL Naming Conventions (Screaming Frog)

When renaming URLs, ensure that a 301 redirect is implemented to direct users from the old URLs to the new URLs to maintain seamless navigation and preserve SEO value.

OLD URL	NEW URL
https://forestcitywaterpolo.com/mastercalendar	https://forestcitywaterpolo.com/master-calendar
https://forestcitywaterpolo.com/printcalendar	https://forestcitywaterpolo.com/print-calendar
https://forestcitywaterpolo.com/article/68291	https://forestcitywaterpolo.com/article/canadian-tire-jumpstart
https://forestcitywaterpolo.com/article/84514	https://forestcitywaterpolo.com/article/congratulation-for-making-team-ontario
https://forestcitywaterpolo.com/album/1648	https://forestcitywaterpolo.com/album/2022-2023-march-madness

2. The SERP (Google)

The current search snippets miss the mark in conveying the value to potential customers. By emphasizing benefits like confidence-building, top-tier training, and a fun, supportive environment, Forest City Water Polo can create an emotional connection that drives action.

A clear, inviting call to action like “Sign up today and dive into success!” could significantly boost clicks, registrations, and interest.

forest city water polo

All Images News Videos Shopping Maps Web More Tools

Forest City Water Polo https://forestcitywaterpolo.com ...

Forest City Water Polo : Website by RAMP InterActive

Home Coaches Arturo Ortiz Allyson Watson About us Vision Mission Core Values Bylaws Equilibria FCWP guiding principles Programs Swim and Play

Swim and Play

The goal of the group is to have your child become a confident ...

Allyson Watson

Allyson Watson · Allyson brings 24 years of coaching experience to ...

View More Events

Nov. 10, 2024 to Dec. 01, 2024. Forest City Water Polo ...

Executives

Executives · Allyson Watson · Andrea Barton · Arturo Ortiz ...

Equilibria

Nov. 10, 2024 to Dec. 01, 2024. Forest City Water Polo ...

More results from forestcitywaterpolo.com »

Map: MEDWAY, Sir Frederick Banting Secondary School, Canada Games Aquatic Centre, Lonsdale Dr, Bromley Av

Forest City Water Polo

Website Directions Save

5.0 ★★★★ 3 Google reviews

Sports club in London, Ontario

Address: 1045 Wonderland Rd N, London, ON N6G 2Y9

Hours: Open 24 hours

Province: Ontario

[Suggest an edit](#) · [Own this business?](#)

[Add missing information](#)

[Add place's phone number](#)

Sign up for water polo

All Images Videos Shopping News Web Maps More

Forest City Water Polo https://forestcitywaterpolo.com ...

Forest City Water Polo : Website by RAMP InterActive

Register for the 2024/2025 season · Executives · Pools · Equilibria ...

3. Meta-Titles: Relevance (Screaming Frog)

Unique meta titles are important because they help people and search engines understand what each page is about. Every page should have its own title—duplicate titles can confuse search engines and make it harder for your site to rank well. Titles should be clear, use natural keywords, and stay short enough (about 50-60 characters) to display fully in search results, helping users find what they're looking for quickly.

Page	OLD META TITLE	NEW META TITLE
/home	Forest City Water Polo: Website by RAMP InterActive	Join Forest City Water Polo All-Age Programs in London, ON
/locations	Forest City Water Polo: Website by RAMP InterActive	Discover Water Polo Locations in London, ON
/events	Forest City Water Polo: Website by RAMP InterActive	Explore Water Polo Events: Tournaments, Fundraisers & More
/executive	Forest City Water Polo: Website by RAMP InterActive	Executive Team: Leading Water Polo's Future in London, ON
/content/swim-and-play	Forest City Water Polo: Website by RAMP InterActive	Swim and Play Fun Water Polo Programs for All Ages

4. Meta-Descriptions Relevance

Meta descriptions are like a quick summary of what each page offers, helping people decide if your page is worth clicking. They should be clear, unique, and relevant to the content, giving a real preview of what users will find. Avoid duplicating descriptions across pages—it confuses search engines and misses the chance to grab attention. By writing concise, engaging descriptions (around 150-160 characters), you can improve search rankings and make it easier for users to choose your site.



Mavericks Water Polo

<https://www.maverickswaterpolo.ca> › swimandplayball

[Swim and Play Ball](#) | [Learn to Swim](#) | [Swimming Lessons](#)

Swim and Play Ball is a unique learn to swim program! Our swimming lessons are designed to teach aquatic confidence in a fun and team-oriented environment.



Mavericks Water Polo

<https://www.maverickswaterpolo.ca>

[Mavericks Water Polo: Home](#)

The Mavericks Water Polo Club has been a force in Ontario and Canadian Water Polo since 1992. We offer fun, healthy and high-level programs for athletes from ...

[Schedule](#) · [Swim and Play Ball](#) · [Register](#) · [Tournaments](#)



kwwaterpolo.com

<https://kwwaterpolo.com>

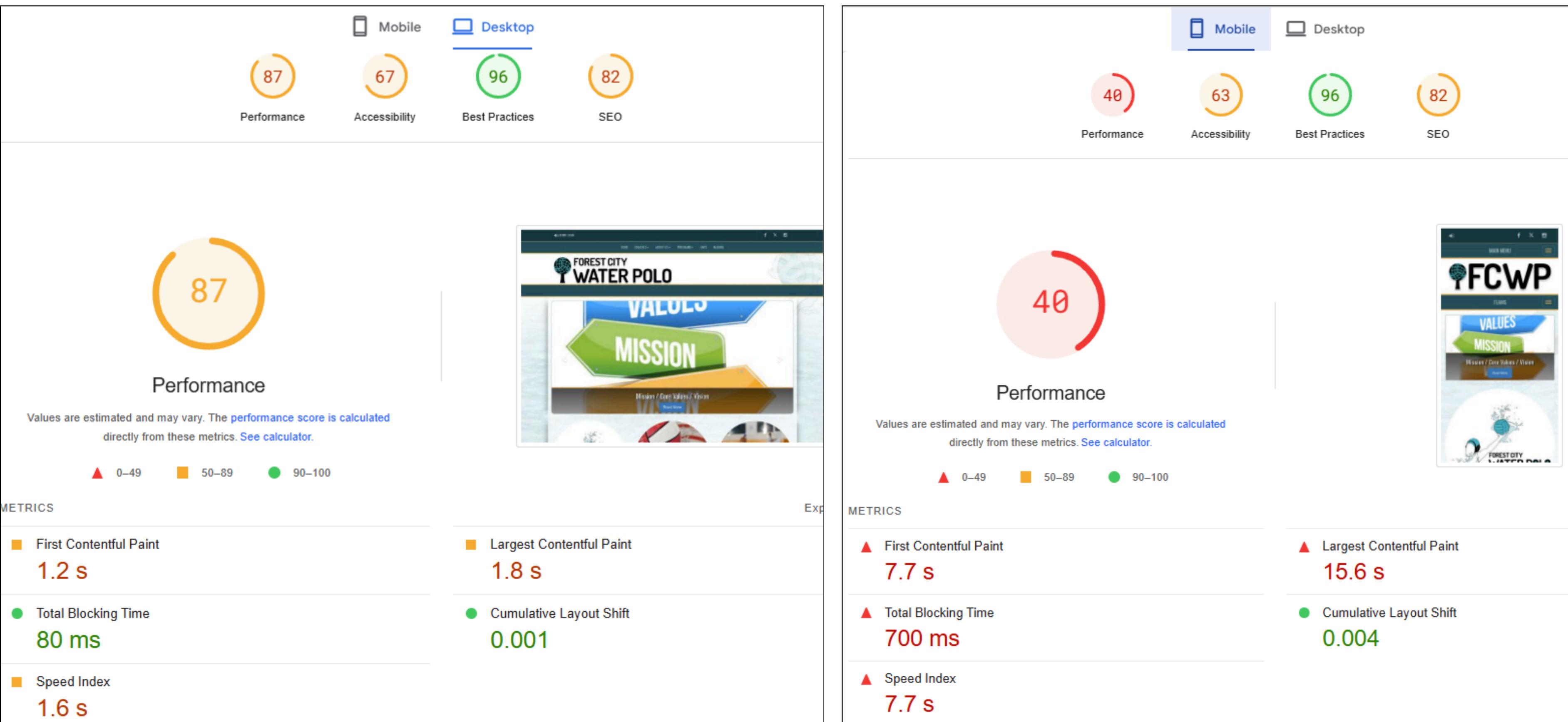
[KW Water Polo Club](#)

We're Back!!! Another year has passed, and the KW Water Polo Club, home of the Kraken, would like to once again invite you to join us at our annual KW Winter ...

Page	OLD META DESCRIPTION	NEW META DESCRIPTION
/home	Website by RAMPIterActive.com	Join Forest City Water Polo in London, ON. Explore fun and competitive water polo programs for all ages and skill levels. Learn, play, and grow with us!
/locations	Website by RAMPIterActive.com	Access convenient water polo locations in London, ON. Forest City offers a welcoming environment for all ages and skill levels to thrive.
/events	Website by RAMPIterActive.com	Discover upcoming water polo events hosted by Forest City in London, ON. Engage in tournaments, fundraisers, and activities that bring the community together.
/executives	Website by RAMPIterActive.com	Connect with the Forest City Water Polo executive team. Find names and contact emails for leadership in London, ON.
/content/swim-and-play	Website by RAMPIterActive.com	Introduce your child to swimming and water polo with the Swim and Play program. A fun and safe way to build confidence and foundational skills.

5. Site Speed (Google PageSpeed Insights)

5. Site Speed: Desktop & Mobile



5. Site Speed

What is likely causing the speed issues?

- The mobile version of your website is significantly slower than the desktop version, which could hurt your rankings in Google's search results. The main issue seems to be that large parts of the page, like banners or images, are taking too long to load. This is especially noticeable on mobile, where it takes 15.6 seconds for the largest content to show up. Another factor slowing things down is the time it takes for the website to display its first visible content, which is 7.7 seconds on mobile. This delay could be caused by large, unoptimized files like images, JavaScript, and CSS.
- Additionally, your website has what's called "blocking time," meaning some resources are slowing down how quickly the page becomes usable. On mobile, this is more of a problem than on desktop. This difference suggests that the site might not be fully optimized for mobile devices, which is crucial since most users browse on their phones.

What technical action items could speed up the site?

- To improve site speed, start by optimizing images using compression tools and modern formats like WebP to reduce their size and load times. Simplify your page resources by minimizing JavaScript and CSS files, which helps the website load faster and become interactive more quickly. Implement browser caching to store frequently used elements, like logos and menus, so returning visitors don't have to reload everything from scratch. These changes will significantly enhance site performance and improve your SEO rankings.

6. Site Architecture

6. Site Architecture

Examine your client's site information architecture to see if it follows best practices.

Does the page hierarchy make sense? Is it easy to locate pages? Are pages organized logically?

Does each product/services have its own page of content to increase its chances of ranking organically?

You can include screenshots of your client's site for illustration and/or screenshots of other sites for samples of best practice.

If you're recommending changes, be sure to include a chart with a structure and keyword targets (see next slide).

You will learn about keyword research in a later module. For now, it's okay for you to guess at what those keywords should be.

6. Site Architecture: Forest City Water Polo

The left side of the image displays four screenshots of the Forest City Water Polo website, illustrating different navigation architectures:

- Screenshot 1:** Shows a main navigation bar with links for HOME, COACHES, ABOUT US, PROGRAMS, FAQ'S, and ALBUMS. The COACHES and ABOUT US links are dropdown menus.
- Screenshot 2:** Shows a main navigation bar with links for HOME, COACHES, ABOUT US, PROGRAMS, FAQ'S, and ALBUMS. The COACHES and ABOUT US links are dropdown menus. Below the navigation, there are two buttons: ARTURO ORTIZ on the left and ALLYSON WATSON on the right.
- Screenshot 3:** Shows a main navigation bar with links for HOME, COACHES, ABOUT US, PROGRAMS, FAQ'S, and ALBUMS. The COACHES and ABOUT US links are dropdown menus. Below the navigation, there are three buttons: VISION, CORE VALUES, and EQUILIBRIA in the top row, and MISSION, BYLAWS, and FCWP GUIDING PRINCIPLES in the bottom row.
- Screenshot 4:** Shows a main navigation bar with links for HOME, COACHES, ABOUT US, PROGRAMS, FAQ'S, and ALBUMS. The COACHES and ABOUT US links are dropdown menus. Below the navigation, there are two buttons: SWIM AND PLAY on the left and REGISTER FOR THE 2024/2025 SEASON on the right.



The left side shows the site architecture of Forest City Water Polo, showing the main navigation menu with the links to pages like Coaches, About Us, Programs, FAQs, and albums. However, important sections such as Executives, Pools, and Equilibria, which are presented on the homepage as standalone links are missing from the main navigation menu. This inconsistency makes it harder for users to access these key pages directly.

6. Site Architecture: Forest City Water Polo

Forest City Water Polo

Participant Registration

2024-2025

Free Trial Member

This registrant category is intended for individuals interested in trying water polo for the first time. These individuals will be covered under WPC's insurance policy on a one-time basis for a maximum of fourteen (14) consecutive days from the first day they enter the water (i.e., If an individual starts their free trial on September 1, 2024, their trial will end September 15, 2024). Free Trial Members CANNOT compete in any level of competition*. This is not inclusive of scrimmages.

Make a Splash

This registrant category is intended for individuals new to the sport of water polo OR who participate in non-competitive*, year-round water polo programming targeting the development of basic water polo skills. Make a Splash Registrants CANNOT compete in any level of competition*. This is not inclusive of scrimmages OR intracity games.

Water Polo for Life

This registrant category is intended for youth and adult Registrants and their coaches, who train and/or compete year-round in various non-Water Polo Canada sanctioned activities, programs and events. This registrant category also targets officials who referee at community/regional and/or provincial level events. Registrants CAN compete in tournaments/Leagues hosted within and outside of Canada. However, each PSO determines the eligible events for this registrant category.

Perform in Water Polo

This registrant category is intended for High-Performance Registrants** and their coaches, who train and/or compete year-round in various domestic and international activities, programs and events including those sanctioned by Water Polo Canada. This registrant category also targets officials who referee at national and/or international level events. Competitive registrants are eligible to compete in ALL Water Polo Canada sanctioned events as well as tournaments/Leagues offered by PSOs and clubs.

These images highlights the current registration page for Forest City Water Polo, which contains detailed information about different programs. However, the content appears overwhelming, as all programs and details are consolidated on a single page. This makes it harder for the site to rank organically for specific services and programs they offer.

To address this, the information should be segmented by program types (e.g., free trail member, make a splash, water polo for life, perform in water polo) and assigned to separate pages. This segmentation will not only improve user experience by making content easier to navigate but also enhances the site's chances of ranking organically for each program type.

6. Site Architecture: Your Competitors

The screenshot displays the homepage of the Mavericks Water Polo website. At the top, there's a black header bar with the team's logo on the left and links for SCHEDULE, CONTACT, and REGISTER. Below this is a red navigation bar with links for PROGRAMS, ABOUT, TOURNAMENTS, and NEWS & GALLERY, along with a search icon. The main content area features three large, red-highlighted dropdown menus: 'PROGRAMS' (listing Programs at a Glance, Swim and Play Ball, 10U/12U Pre-comp, 14U, 16U, and 18U/Senior), 'ABOUT' (listing Overview, Minor Officials Program, Club Handbook, Spiritwear Store, and Financial Support), and 'TOURNAMENTS' (listing Mavericks Cup, Paul Taylor Memorial, and Mavericks March Madness). At the bottom, there's a dark footer bar with links for SWIM AND PLAY BALL, 10/12U PRE-COMP, 14U, 16U, 18U/SENIOR, ABOUT, NEWS & GALLERY, TOURNAMENTS, SCHEDULE, CONTACT, REGISTER, and SPIRITWEAR STORE. It also includes social media icons for Facebook, X, LinkedIn, and Instagram, and a 'FOLLOW THE MAVERICKS:' heading.

These images showcases the site architecture of a competitor, Mavericks Water Polo. The navigation menu includes clear, top-level links to important pages such as programs, about, tournaments, and news & gallery. Each program type (e.g., 10U/12U Pre-comp, 16U, 18U/Senior) is assigned its own dedicated page, allowing to better organization and improved organic search rankings.

The layout also enables users to navigate the site effortlessly, as all critical links are accessible from the main menu. By comparison, Forest City Water Polo can learn from the this example to adopt a similar structure, ensuring better usability.

6. Site Architecture - Proposed New Architecture

Top Level	Second Level	URL	Primary Target	Secondary Target
Home		/	water polo programs	water polo club near me
About Us	Overview	/about-us/overview	about forest city water polo	water polo club mission and values
	Coaches	/about-us/coaches	certified water polo coaches	Experienced water polo coaches
	Executives	/about-us/executives	water polo leadership team	forest city management team
	Sponsors and Partners	/about-us/Sponsors-and-partners	sponsorship opportunities for water polo	partner with forest city water polo
	Events	/about-us/events	upcoming water polo events	water polo community activities
Programs	Free trial	/programs/free-trial	free water polo classes	introductory classes water polo
	Make a Splash	/programs/make-a-splash	beginner water polo program	non-competitive water polo
	Water Polo for Life	/programs/water-polo-for-life	recreational water polo training	water polo skill-building programs
	Perform in Water Polo	/programs/perform-in-water-polo	competitive water polo training	advanced water polo programs for athletes
Register	Try Out	/register/try-out	water polo tryouts	join water polo team
	Membership	/register/membership	water polo membership	membership benefits for water polo
Resources Hub	Water Polo 101	/resource-hub/water-polo-101	beginner's guide to water polo	learn water polo basics
	Bylaws	/resource-hub/bylaws	water polo bylaws	water polo club policies
	Guidelines	/resource-hub/guidelines	water polo training guidelines	water polo player expectations
	FAQs	/resource-hub/faqs	water polo frequently asked questions	tips for water polo players and parents
News		/news	latest water polo updates	forest city achievements
Contact Us		/contact-us	Forest city contact information	contact water polo club

7. On-page Content - H1 (Screaming Frog)

7. On-page content (H1)

Row	Address	▲ Occurrences	H1-1
1	https://forestcitywaterpolo.com/	1	Mission / Core Values / Vision
2	https://forestcitywaterpolo.com/album/1213	1	2021 Swim and Play 1A
3	https://forestcitywaterpolo.com/album/1317	1	2022 / 2023 Tournament shots
4	https://forestcitywaterpolo.com/album/1512	1	2022 / 2023 Andrew Watson Tournament
5	https://forestcitywaterpolo.com/album/1565	1	2022 / 2023 17 U NCL Markham - Bronze
6	https://forestcitywaterpolo.com/album/1635	1	2022 / 2023 Etobicoke 17 U March 26-28
7	https://forestcitywaterpolo.com/album/1648	1	2022 / 2023 March Madness
8	https://forestcitywaterpolo.com/album/1671	1	2022 / 2023 17U Nationals in Calgary
9	https://forestcitywaterpolo.com/albums	1	Albums
10	https://forestcitywaterpolo.com/article/66659	1	Mission / Core Values / Vision
11	https://forestcitywaterpolo.com/article/68291	1	Jump Start
12	https://forestcitywaterpolo.com/article/84514	1	Congratulations !
13	https://forestcitywaterpolo.com/article/96620	1	Fee structure and breakdown for 2024-2025 Water polo season
14	https://forestcitywaterpolo.com/content/allyson-watson	1	Allyson Watson
15	https://forestcitywaterpolo.com/content/arturo-ortiz	1	Arturo Ortiz
16	https://forestcitywaterpolo.com/content/core-values	1	Core Values
17	https://forestcitywaterpolo.com/content/equilibria	1	Equilibria
18	https://forestcitywaterpolo.com/content/fcwp-bylaws	1	FCWP Bylaws
19	https://forestcitywaterpolo.com/content/fcwp-guiding-principles	1	FCWP guiding principles
20	https://forestcitywaterpolo.com/content/mission	1	Mission

This part highlights the importance of using clear, descriptive, and unique `<h1>` tags for each page on the site. These tags help both users and search engines understand the purpose of the page. For example, replacing generic titles like “Mission/core values/ vision” with a more engaging and relevant title such as “Building confidence, character, and champions in the Water”, ensures the page content is better represented. Updated `<h1>` tags creates a more user-friendly experience.

Page	OLD <h1>	NEW <h1>
/home	Mission / Core Values / Vision	Building Confidence, Character, and Champions in the Water
/events	Events	Forest City Water Polo's Upcoming Events
/locations	Pools	Our Facilities: Water Polo Locations and Pools
/article/68291	Jump Start	Canadian Tire Jumpstart: Making sports accessible for all kids
/article/84514	Congratulations!	Five Forest City Athletes selected for Team Ontario

8. Mobile Friendliness (Bing Mobile Friendly Test)

8. Mobile-Friendliness (Bing)

Bing Mobile friendly test does consider Forest City Water Polo site Mobile friendly.

Mobile Friendliness Test Tool ⓘ

<https://forestcitywaterpolo.com/>

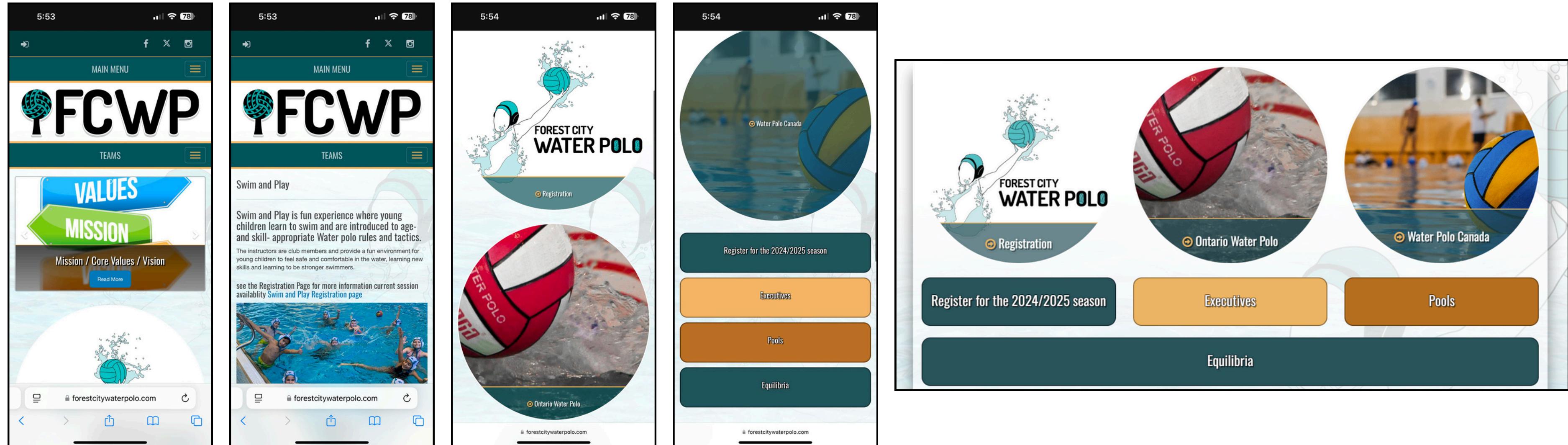
This page is mobile friendly

- ✓ Viewport configured correctly
- ✓ Page content fits device width
- ✓ Text on the page is readable
- ✓ Links and tap targets are sufficiently large and touch-friendly
- ! Some resources on the page are blocked by robots.txt configuration ▾

Making pages mobile-friendly increases user engagement on mobile devices. It can also help you rank better in Bing search results on mobile devices. [Learn More](#)

A smartphone screen showing the mobile version of the Forest City Water Polo website. The screen displays the main menu with options like 'MAIN MENU', 'TEAMS', and 'VALUES'. A prominent 'FCWP' logo is visible. Below the menu, there's a section for 'VALUES' with arrows pointing left and right, and a 'Read More' button at the bottom.

8. Mobile-friendliness: Screenshots



The Bing Mobile-Friendly Test confirms that the Forest City Water Polo site is optimized for mobile devices, meeting key requirements such as a properly configured viewport, readable text, and touch-friendly navigation. However, as shown in the mobile screenshots, large images dominate the screen, significantly impacting the user experience. On mobile, these images take up more space compared to the desktop site, as seen in the right image, where the layout is more balanced and provides a better overview of the content.

To enhance mobile usability, the site could benefit from resizing or reducing the prominence of large images. This would create a more streamlined layout, allowing users to access key information, like navigation links and content, more easily without excessive scrolling. Making these adjustments would ensure a smoother and more user-friendly experience across all devices.

Part 2: User Experience

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Part 2: 1. User Experience - Completed Usability Tests

1. Include a link to all 3 of your UX test videos

- [User test 1](#)
- [User test 2](#)
- [User test 3](#)

Link to all three User Tests:

[https://app.usertesting.com/workspaces/2445771/study/5374778/sessions?
shared_via=link&share_id=lZu01Kcqvl](https://app.usertesting.com/workspaces/2445771/study/5374778/sessions?shared_via=link&share_id=lZu01Kcqvl)

Part 2: User Experience - Findings

Include a list of at least 5 key findings.

1. Navigation and filtering challenge: User struggled to find specific programs due to the lack of filters or age-specific details on the registration page.
2. Unclear program information: Program descriptions lacked clarity regarding age requirements, coach credentials, and the breakdown of activities (e.g., coach-to-student ratio). Users were unsure about choosing the correct program for their child.
3. Pool location details missing context: While the website provided pool address and links to maps, it did not offer critical information like facility-specific details, or which programs were held at each location.
4. The website gave users the impression of being outdated due to its design and infrequent updates, particularly in the news section.
5. Contact information: While users found the contact information relatively easily, its placement at the bottom of the page led to minor friction. Some expected it in the FAQ section or top menu for quicker access.

Part 2: User Experience - Recommendation

Include a list of at least 5 recommendations that stem from your findings.

1. Structure the site according to program type or age group: Redesign the navigation to organize programs by age groups (e.g., 10U, 12U, 14U) and type (e.g., beginner, advanced, competitive).
2. Improve program description: Include detailed information about each program such as coach credentials, experience, coach-to-student ratios, specific skills taught, and program objectives.
3. Expand pool location information: Create a dedicated “Locations” page on the navigation bar containing detailed information about all pool facilities, including accessibility features (e.g., wheelchair access, parking details), maps, images, and the classes held at each site.

Part 2: User Experience - Recommendation

Include a list of at least 5 recommendations that stem from your findings.

4. Modernize website design: Refresh the homepage with a modern layout, updated visuals, and community-focused imagery to convey inclusivity and professionalism.

- Regularly update the news section with relevant articles, ensuring a sense of recency.

5. Optimize contact information placement: Add a “Contact Us” link in the navigation bar for easier access. Make it detailed with emails, phone, contact form, and also copy it into the FAQ section.

Direct quotes from UX Tests....

“Homepage gives an outdated vibe” - User 2

“Filter options would simplify navigation” - User 1, 3

“Need more frequent website updates” - User 2

“Would prefer a modern design update” - User 2

“Found contact email after scanning twice” - User 2

“I don’t know how comfortable i’d feel clicking the map link” - User 2

Part 3: Content Development

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1. Evergreen Content

Developing Content

The Coggle diagram is an invaluable tool for Forest City Water Polo, not only for organizing topics but also for identifying gaps that can be addressed in the future. By visually mapping out areas like rules, training, health, and equipment, the organization can easily spot missing or underrepresented topics that may resonate with their audience. This allows Forest City Water Polo to strategically cover these gaps, ensuring that all aspects of water polo are addressed comprehensively. In the long term, this approach can help the organization stay ahead by continually offering fresh, valuable insights, strengthening its online presence, and reinforcing its authority in the water polo community.



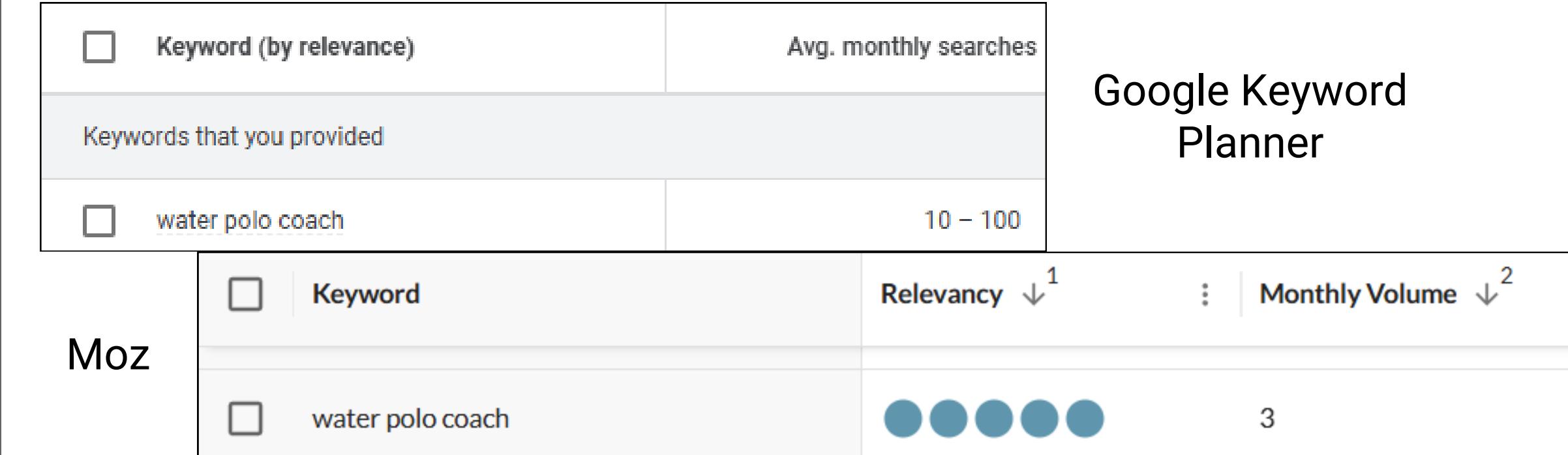
Content Idea #1

Keyword Data:

The keyword “water polo coach” has a monthly search volume of 10-100, according to data from Google Keyword Planner and Moz keyword suggestions. While the search volume is relatively low, the content currently available online is outdated and does not adequately answer user queries. Forums like Reddit have become a common source of advice, which highlights the gap for authoritative content from trusted water polo clubs or organizations.

Why people are searching for this content:

Users are likely searching for information on how to evaluate or hire a water polo coach for themselves or their children. They may have questions about a coach’s certifications, experience, and suitability for specific skill levels or age groups. Currently, no trusted source provides comprehensive guidance on this, making it a prime topic for Forest City Water Polo to address.



Google search results for “how to choose water polo coach”. The top result is from Water Polo Planet, titled “Choosing a Collegiate Water Polo Coach”, dated May 1, 2005. Below it is a section titled “Discussions and forums” with links to a Reddit post on r/waterpolo and another from Water Polo Planet.

Google search results for “how to choose water polo coach”

Water Polo Planet
http://www.waterpoloplanet.com › 23_Gender_Blind

Choosing a Collegiate Water Polo Coach

May 1, 2005 — The six minimum characteristics that I think a collegiate coach should have are as follows: 1) knowledge of game tactics and strategies, 2) ...

Discussions and forums

What should I focus on in coaching

Reddit · r/waterpolo · 10+ comments · 3 months ago

What do college water polo coaches and recruiters look for?

Water Polo Planet · 16 years ago

See more →

SERP

Google Keyword Planner

Content Idea #1: How to choose the right water polo coach?

Implementation Plan

Forest City Water Polo can create an educational resource titled “How to Choose the Right Water Polo Coach?”, housed in a Resource Hub on their website. This guide would provide practical advice and answer common questions from players and parents, ensuring it becomes a trusted source of information. The content would emphasize the importance of selecting the right coach and outline key factors like certifications, coaching style, and experience with specific age groups or skill levels.

To optimize search visibility, targeted keywords such as “water polo coach,” “how to choose a water polo coach,” and “certified water polo coach near me,” will be incorporated into the content. The guide can also offer advice on where to find reliable coaches, such as through reputable clubs like Forest City Water Polo, national directories, or local recommendations. Additionally, it should include a section on relevant certifications, like the National Coaching Certification Program (NCCP), to help users understand what credentials add value.

By featuring Forest City’s own coaches, along with their experience, success stories, and testimonials, the guide can create a personalized connection with readers. Finally, the resource can link to tools and directories, such as Water Polo Canada’s coaching resources, to provide additional value while reinforcing Forest City Water Polo’s authority and trustworthiness.

Content Idea #2

Keyword Data:

The keyword "water polo cap" has an average monthly search volume ranging from 21 to 100-1K, depending on the tool used (Google Keyword Planner, Moz). This indicates a consistent interest in this topic. The search intent is primarily informational, as users are likely looking for guidance on selecting the right water polo cap. However, the existing content is either sales-oriented or outdated, failing to provide an in-depth, actionable buying guide.

Why people are searching for this content:

Users searching for a "water polo cap buying guide" are looking for expert advice to make informed purchasing decisions. They may have questions about the material, durability, fit, and customization options. As water polo caps are essential for safety and team identification, there's a need for a clear guide to help buyers understand their choices.

A screenshot of a keyword research tool interface. At the top, there are filters for 'Keyword', 'Relevancy ↓¹', 'Monthly Volume ↓²', 'Search Intent', and 'Difficulty'. Below this, a search term 'water polo cap' is entered, with a relevancy score of 21 and a monthly volume of 21. The search intent is listed as 'Informational' with a difficulty of 33. Below the search bar, there are two main sections: 'Keyword (by relevance)' and 'water polo cap'. The 'water polo cap' section shows an average monthly search volume of '100 - 1K'.

A screenshot of a Google search results page for the query "water polo cap buying guide". The first result is from Aquam Aquatic Specialist inc., titled "Water-polo caps", which lists 3 products found. The second result is from SwimOutlet.com, titled "Essential Water Polo Gear", which discusses swim caps for water polo players. The third result is from FINIS, Inc., titled "Water Polo Caps Team Set", which describes the Water Polo Caps sold in sets numbered 1-13.

Content Idea #2: Water polo cap buying guide

Implementation Plan

Forest City Water Polo can publish “water polo cap buying guide” as part of its Resource Hub, making it easily accessible for players, parents, and teams. The guide will focus on providing actionable advice, covering everything from selecting the right material and ensuring proper fit to understanding customization options and maintenance tips. This content will not only address common concerns but also offer a local touch by including information specific to London, ON, and the broader Ontario community. For example, the guide can highlight where to purchase water polo caps locally, as well as recommendations for trusted retailers and online stores.

the guide can target relevant keywords like “best water polo caps,” “custom water polo caps,” and “buy water polo caps in Ontario,” improving the website’s search engine visibility and driving organic traffic.

This guide will act as a trusted resource for water polo players and parents, while subtly promoting Forest City Water Polo’s own offerings or partnerships. By publishing it within the Resource Hub, the organization will strengthen its reputation as an authority in water polo and create opportunities for increased engagement and inquiries. This localized and targeted approach ensures the content is both helpful and aligned with Forest City Water Polo’s goals.

Content Idea #3

Keyword data:

The keyword "water polo training equipment" has a monthly search volume of 10-100 searches, as shown in keyword research tools. Currently, most search results are from e-commerce sites offering products but fail to provide comprehensive advise on selecting and using the equipments.

Why people are searching for this content:

Players, coaches, and parents are looking for guidance on selecting the right training tools to improve performance and achieve specific goals in water polo. There's a clear gap in existing resources—users want content that not only lists products but explains their purpose, benefits, and suitability for different skill levels. Local users may also seek information about where to purchase gear nearby or online options for Canadian buyers.

Keyword (by relevance)	Avg. monthly searches
<input type="checkbox"/> water polo training equipment	10 – 100

Google search results for "essential water polo training equipment". The results show links to S&R Sport, SwimOutlet.com, and KAP7 International, each featuring images of water polo equipment and brief descriptions.

Content Idea #3: Essential water polo training equipments

Implementation Plan

This guide will be published in the Resource Hub as a detailed article titled “Essential Water Polo Training Equipment: A Complete Guide.” The content will be divided into easy-to-navigate sections, covering beginner gear (e.g., basic balls and caps), advanced tools (e.g., resistance bands, weighted balls), and essential team equipment (e.g., nets and scrimmage markers). It will include practical advice on how to select equipment based on age, skill level, and training goals. A localized touch will highlight stores in London, ON, and reputable online retailers, along with tips for maintaining and storing equipment. By targeting keywords like “best water polo training tools,” “water polo gear guide Canada,” and “training equipment for water polo beginners” the content will rank highly for relevant searches, driving traffic and building Forest City Water Polo’s authority in the sport.

Part 4: Link Building

SEO Audit

1. External Links (Moz Link Explorer)

1a. External Links: Backlink Profile (Moz)

Forest City Water Polo: The organization has a minimal backlink with one followed linking domain from OntarioWaterPolo.ca, which possesses a DA of 18. This site serves as a directory and provides a valuable link. The organization needs to improve its DA by developing informative and engaging content about the water polo industry.



Maverick Water Polo: The organization benefits from a robust backlink profile, which includes links from high authority websites. One key backlink comes from ElegantThemese.com (DA 90), a site that has mentioned Mavericks as an example in their WordPress builder blog. Another notable backlink is from SwimmingWorldMagazine.com (DA 70), which has written about Mavericks Water Polo on their platform. Additionally, Mavericks is listed on several directories such as Curlie.org (DA 50), Seekon.com (DA 28), and HelpWeveGotKids.com (DA 38), and ODP.org (DA 30). This diverse range of high-authority links allows Mavericks Water Polo to maintain strong online visibility and authority.



Shadow Water Polo Club: A significant backlink comes from DBSACCharities.org (DA 75), where a blog discusses how their funds are utilized at the Shadow Water Polo Club. Curlie.org (DA 50) and HelpWeveGotKids.com (DA 38) also list the company in their directories. Additional backlinks include OntarioWaterPolo.ca (DA 18), ODP.org (DA 30), and ParkProperty.ca (DA 27). The combination of links from blogs, directories, and charitable organizations strengthens the company's authority and enhances its online reputation.



1b. External Links: Backlink Profile (Moz)

BackLink Analysis	Domain Authority	External, followed Links	Followed Linking domains
Forest City Water Polo	4	2	1
Competitor 1: Mavericks water polo	14	321	50
Competitor 2: Shadow water polo club	12	131	75

The table highlights the backlink analysis of three water polo organizations. Forest City water polo, maverick water polo, and Shadow Water Polo Club. Forest City Water Polo has the lowest DA of 4 and the smallest backlink profile, with only 2 external followed links and 1 followed linking domain, indicating limited online visibility and authority. Mavericks Water Polo stands out with a higher DA of 14, 321 external followed links, and 50 followed linking domains, showcasing a strong backlink profile that contributes significantly to its online presence. Shadow Water Polo Club, with a DA of 12, has 131 external followed links and 75 followed linking domains, reflecting a robust backlink strategy. Overall, the data demonstrates that Forest City Water Polo has significant room for improvement compared to its competitors, particularly in building authority and diverse backlinks.

Backlink Idea #1

Summary of the idea: The idea is to secure a backlink for Forest City Water Polo on Swimming World Magazine by creating or participating in initiatives that align with the magazine's focus, such as promoting water polo development, community engagement, or competitive events. This approach mirrors how Mavericks Water Polo was featured for their role in the National League.

Where did the idea come from?

- The idea came from how Mavericks Water Polo was mentioned in the Swimming World Magazine article. Their participation in the National League, an initiative by USA Water Polo to establish a high-level competition beyond college, positioned them as contributors to the sport's growth. Their involvement made them relevant to the article's focus, leading to their inclusion and a backlink.

The screenshot shows the Swimming World Magazine website. At the top, there is a navigation bar with links for Olympics, News, Meets/Results, Subscribe, Resources, and My Account. The main header features the "SWIMMING WORLD" logo with a stylized flame icon and the word "Water Polo". A prominent banner in the center reads "SWIMMING WORLD'S VAULT JUST GOT BETTER" and "SWIMMING TECHNIQUE NOW AVAILABLE IN THE VAULT". To the right, there is a yellow "SUBSCRIBE GO >> SUBSCRIBE" button. Below the banner, the page is titled "Recent". The first article is titled "U.S. Women's Water Polo Team Wins Pan American Championship over Argentina" with a thumbnail image of the team. The second article is titled "NCAA Men's Water Polo Tournament Field Set After Thrilling MPSF Final" with a thumbnail image of a water polo ball. The third article is titled "USA Water Polo, Diversity in Aquatics Launch Co-Ed Team at Howard University" with a thumbnail image of three people. The overall layout includes a sidebar on the left and a dark blue footer.

Recent

U.S. Women's Water Polo Team Wins Pan American Championship over Argentina
🕒 27 November 2024
U.S. Women's Water Polo Team Wins Pan American Championship over Argentina The U.S. women's water polo team on Monday won the Pan American Championship with an 18-5 win over Argentina in Ibagué, Colombia. Emily Ausmus, Charlotte Raisin and Anna Pearson each tallied hat tricks in the game for the U.S...

NCAA Men's Water Polo Tournament Field Set After Thrilling MPSF Final
🕒 26 November 2024
The NCAA Men's Water Polo field is set. Six conferences have been granted automatic qualification into the bracket and two teams were selected at large. The championship will take place Dec. 6-8 at the Avery Aquatic Center, hosted by Stanford University. First-round games and the semifinals will be ...

USA Water Polo, Diversity in Aquatics Launch Co-Ed Team at Howard University
🕒 30 October 2024
USA Water Polo, Diversity in Aquatics Launch Co-Ed Team at Howard University USA Water Polo has teamed with Diversity in Aquatics to relaunch a co-ed water polo team at Howard University. The effort looks to build on the success that Howard's swimming and diving team has enjoyed in recent years. The...

Backlink Idea #1

How will you get the backlink?

Forest City Water Polo can utilize their upcoming fundraiser to get highlighted on Swimming World Magazine by framing it as a story that connects fundraising with the growth and support of the water polo community. Instead of just hosting the event, they can emphasize the purpose behind the fundraiser, such as raising funds for new equipment, improving facilities, or supporting youth participation in the sport. By highlighting how these efforts directly contribute to the development of water polo at the grassroots level, the organization can align their narrative with Swimming World Magazine's focus on promoting and supporting the sport.

To gain attention, Forest City Water Polo can create a compelling press release about the fundraiser, detailing the challenges the club or community faces and how the fundraiser aims to address them. They can include quotes from organizers, athletes, or beneficiaries to humanize the story and make it more relatable. Sending this press release to Swimming World Magazine's editorial team, along with high-quality photos and a follow-up after the event to share the results and impact, increases the chances of being featured. This approach allows them to leverage an already planned fundraiser to gain recognition and a valuable backlink.

Backlink Idea #2

Summary of the idea: The idea is to target the London.ca website to create a blog post that highlights water-based fitness activities in the London area. The blog would include various activities such as swimming, kayakingm and water polo, featuring Forest City Water Polo as a local club for those interested in learning or participating in the sport.

Where did the idea come from?

The idea came from the Park Property Management blog post titled “Get on (Your Paddle) Board for Water Fitness”, which features Shadow Water Polo as a local option for water polo in Scarborough. Similarly, a blog on london.ca could showcase Forest City Water Polo while promoting healthy, water-based activities in the area.

PARK PROPERTY MANAGEMENT INC. Build muscle and improve your posture. Kayaking is something you can do as a leisurely cruise, along rapids, or even as a race! For our Burlington residents, there are 5 places you can rent a Kayak for recreational use.

Water Skiing

If you enjoy an adrenaline rush, try water skiing for exercise! This water sport works out your entire body and it's a lot of fun! Use your core muscles to keep your body balanced, and your leg and arm muscles to stand and stay up. You can even burn up to 400 calories when you waterski for an hour or more. Try it out on Belwood Lake in Fergus.

Water Polo

Water polo games are filled with exciting, heart-pumping action which cleverly disguises the incredible workout you receive! Your whole body is constantly moving giving each muscle, including your heart, a workout you can't easily get with any other exercise routine. Shadow Water Polo in Scarborough has great programs for both youth and adults.

Stand-Up Paddle Boarding

Not only is stand-up paddle boarding fun and challenging, it's a great form of exercise. Because you need to balance yourself while standing on the board, you use nearly all your muscles. This soothing exercise is also a great way to reduce stress as it gives you the sensation of walking on water! WSUP Stand-Up Paddle Boarding Toronto offers lessons and rentals at their Toronto Beaches location.

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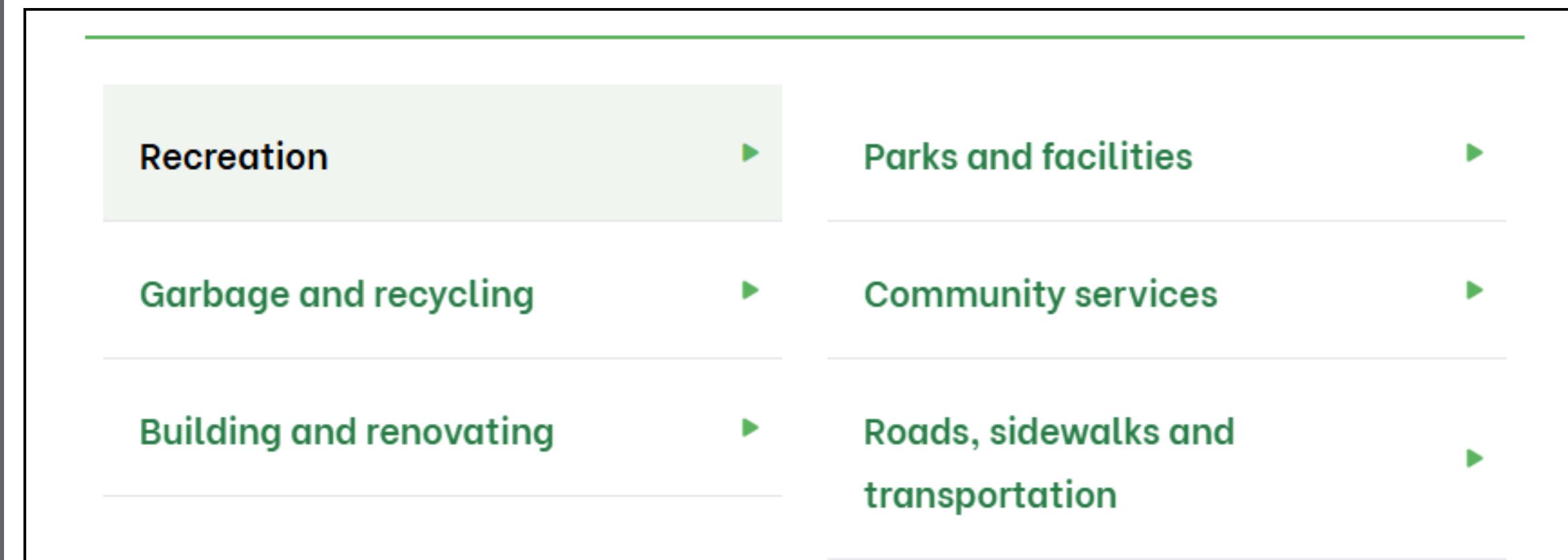
FIND AN APARTMENT | SERVICES | ABOUT US | RESIDENTS

I WHERE I LIVE | Feel Good About Where You Live: Cambridge

Backlink Idea #2

How will you get the backlink?

To secure a backlink, Forest City Water Polo can propose a blog idea to london.ca focusing on water fitness opportunities in London, ON. The proposal can include a list of activities and highlight Forest City Water Polo as a resource for water polo enthusiasts. Collaborating with london.ca to draft the blog or providing them with ready-to-use content, including details about the club, its programs, and its impact on the local community, increases the likelihood of being featured.



Backlink Idea #3

Summary of the idea: The idea is to have Forest City Water Polo listed on HelpWeveGotKids.com to gain exposure among families looking for extracurricular activities for their children. This listing will help the club reach a broader audience, positioning it as a go-to resource for water polo in the area and creating a valuable backlink to its website.

Where did the idea come from?

The idea came from noticing that two competitors of Forest City Water Polo are already listed on HelpWeveGotKids.com, a website that provides resources and listings for parents looking for activities, programs, and services for their children. Being featured on this site offers visibility to families seeking water-based activities and sports for their kids, making it a valuable platform to attract new members and grow awareness of the club.

How will you get the backlink?

To get listed, Forest City Water Polo can reach out to HelpWeveGotKids.com via their “List a business” feature or contact form. The club should provide all necessary details, such as a brief description of its programs, target age groups, location, and contact information. Highlighting unique aspects of the club, like beginner-friendly programs or affordable pricing, can make the listing more compelling. Additionally, ensuring that the submission meets the website’s criteria for inclusion increases the chances of being featured. Following up with the platform to confirm listing details ensures accuracy and a timely addition to the directory.

Directory Categories

[View All](#)



Attractions for Kids & Families



Birthday Parties



Camps



Classes & Programs



Health & Wellness



Sports