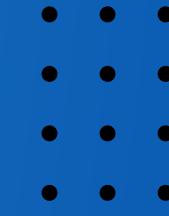




Comprehensive SEO Audit & Optimization for Organic Traffic Growth

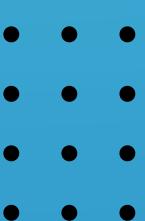
Mariya Sherly I | MBE 11 | BADM

AUGUST
2024



About Intuit

Intuit is a leading global financial technology platform that empowers individuals, small businesses, and the self-employed to achieve financial success. With flagship products like TurboTax, QuickBooks, Mint, and Credit Karma, Intuit provides tools for tax filing, accounting, personal finance management, and credit monitoring. Founded in 1983, Intuit leverages advanced technologies like AI to simplify complex financial tasks, helping users make informed financial decisions and manage their finances with confidence. The company is dedicated to driving innovation and fostering financial literacy worldwide.



PRODUCTS AVAILABLE :



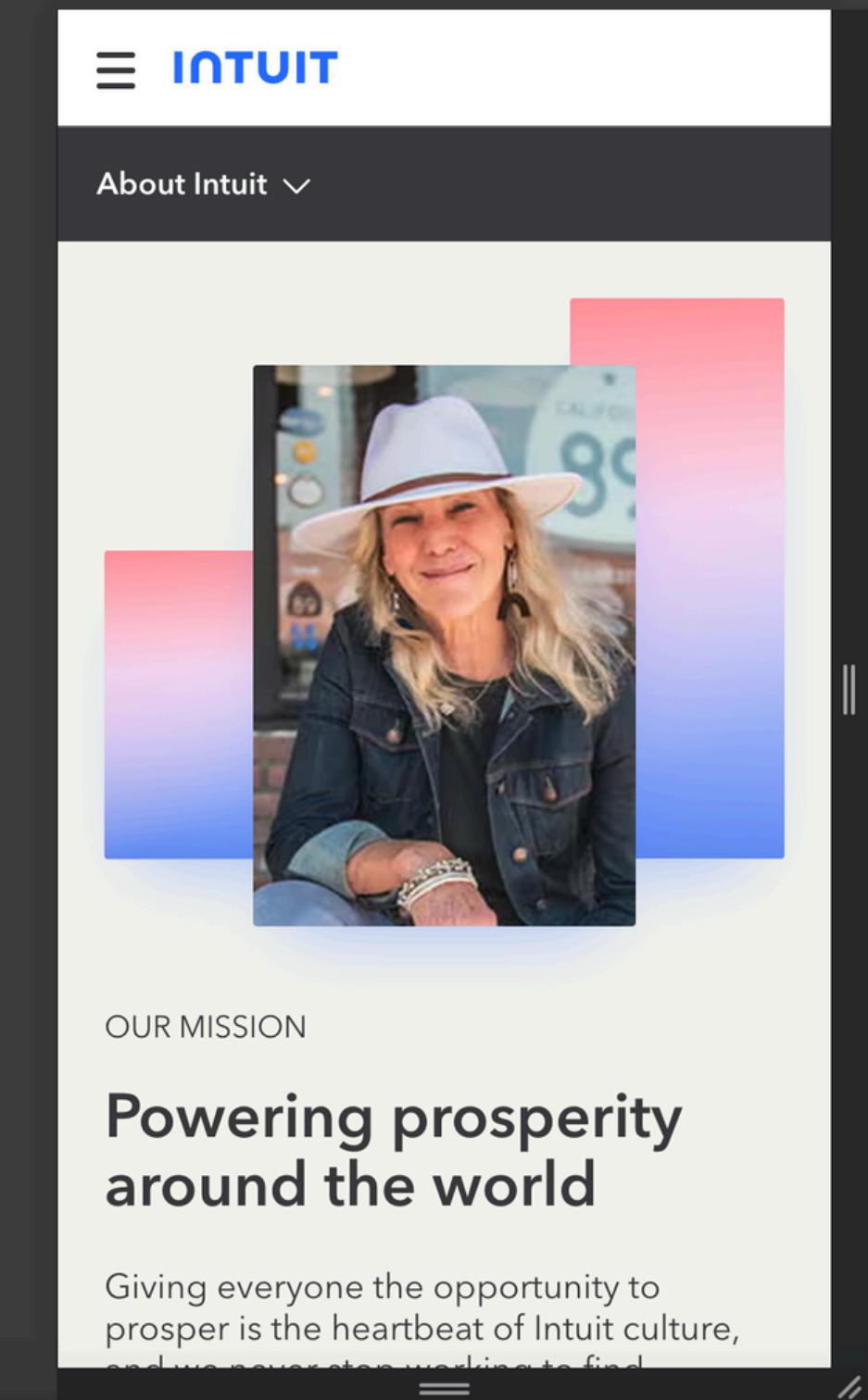
TurboTax: TurboTax simplifies the tax filing process for individuals and small businesses by providing step-by-step guidance, ensuring users can maximize deductions and file accurately with ease.

Credit Karma: Credit Karma provides free credit scores, reports, and monitoring, alongside personalized recommendations for credit cards and loans, helping users make informed financial decisions.

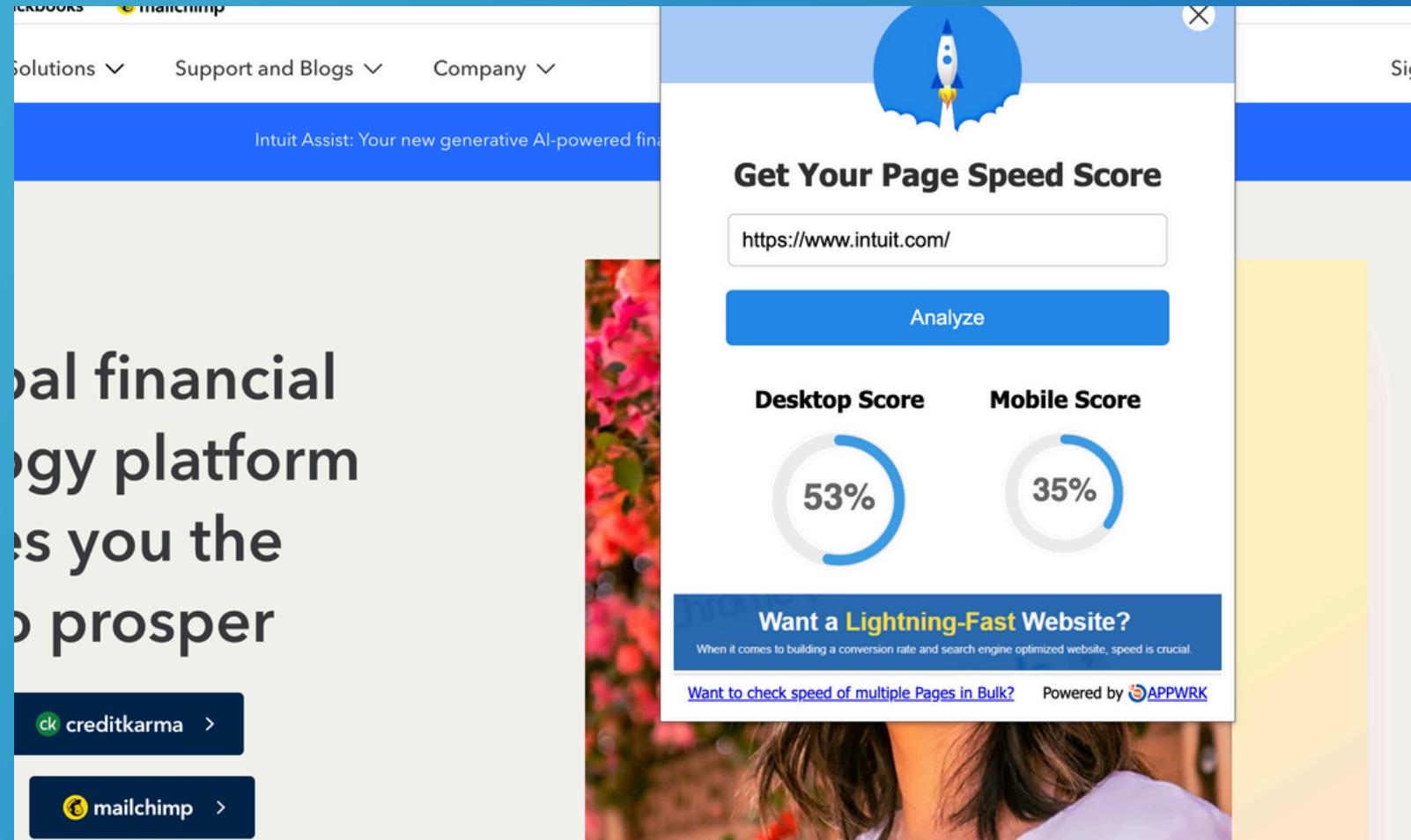
QuickBooks: QuickBooks offers accounting solutions for small businesses enabling them to manage their finances, track expenses, and generate invoices efficiently, with features tailored to various industries.

Mailchimp: Mailchimp is a marketing automation platform that enables businesses to create, send, and analyze email campaigns as well as manage customer data and marketing efforts across multiple channels.

MOBILE VIEW



PAGE SPEED TEST



WHAT CAN BE DONE?

Minimize Code: Optimize HTML, CSS, and JavaScript files to reduce file size and improve load times.

Optimize Image: Compress image for better loading speed.

Current Performance:

- 1. The Title and Meta description are good.
- 2. Importance needs to be given for Keywords across content
- 3. Backlinking is missing.

Strengths:

- 1. Secured HTTPS connection.
- 2. Sitemap.xml is available.

Weakness:

- 1. Loading Speed of the website needs to be improved.
- 2. Keyword usage can be optimized.
- 3. Script size needs to be optimized.

Keyword Research : INTUIT

- 1.Tax filing
- 2.Tax Software
- 3.Accounting software
- 4.Financial planning
- 5.Payroll Services
- 6.Small business software

Long tail keyword

- 1.Best accounting software for small businesses
- 2.How to file taxes online simple
- 3.Affordable payroll services for startups
- 4.Financial planning tools for self-employed

Keyword Research : Turbotax

TurboTax

Tax software

Online tax filing

Tax return

Simple tax filing

easy tax filing

Long tail Keyword

1. Best accounting software for small businesses
2. Accounting and Payroll software
3. TurboTax step-by-step guide for beginners
4. Best tax software for small businesses TurboTax
5. TurboTax vs other tax software comparison
6. How to amend a tax return with TurboTax

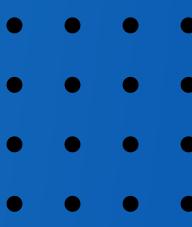
Keyword Research : Creditkarma

- 1. Credit Alert Services
- 2. Financial Health Monitoring
- 3. Credit Protection Services
- 4. Credit Score Alerts
- 5. Identity Theft Protection
- 6. Credit Monitoring Tools
- 7. Real-Time Credit Alerts
- 8. Credit Safety Solutions
- 9. Credit Score Improvement
- 10. Credit Fraud Detection

Long tail Keyword

- 1. How to use QuickBooks for small business
- 2. QuickBooks Online pricing and features
- 3. Best accounting software for small businesses
- 4. Can QuickBooks be integrated with “Client software”
- 5. QuickBooks Online tutorial for beginners
- 6. QuickBooks for freelancers and contractors

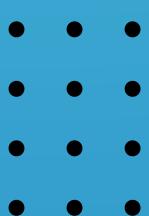
Keyword Research : Quickbooks



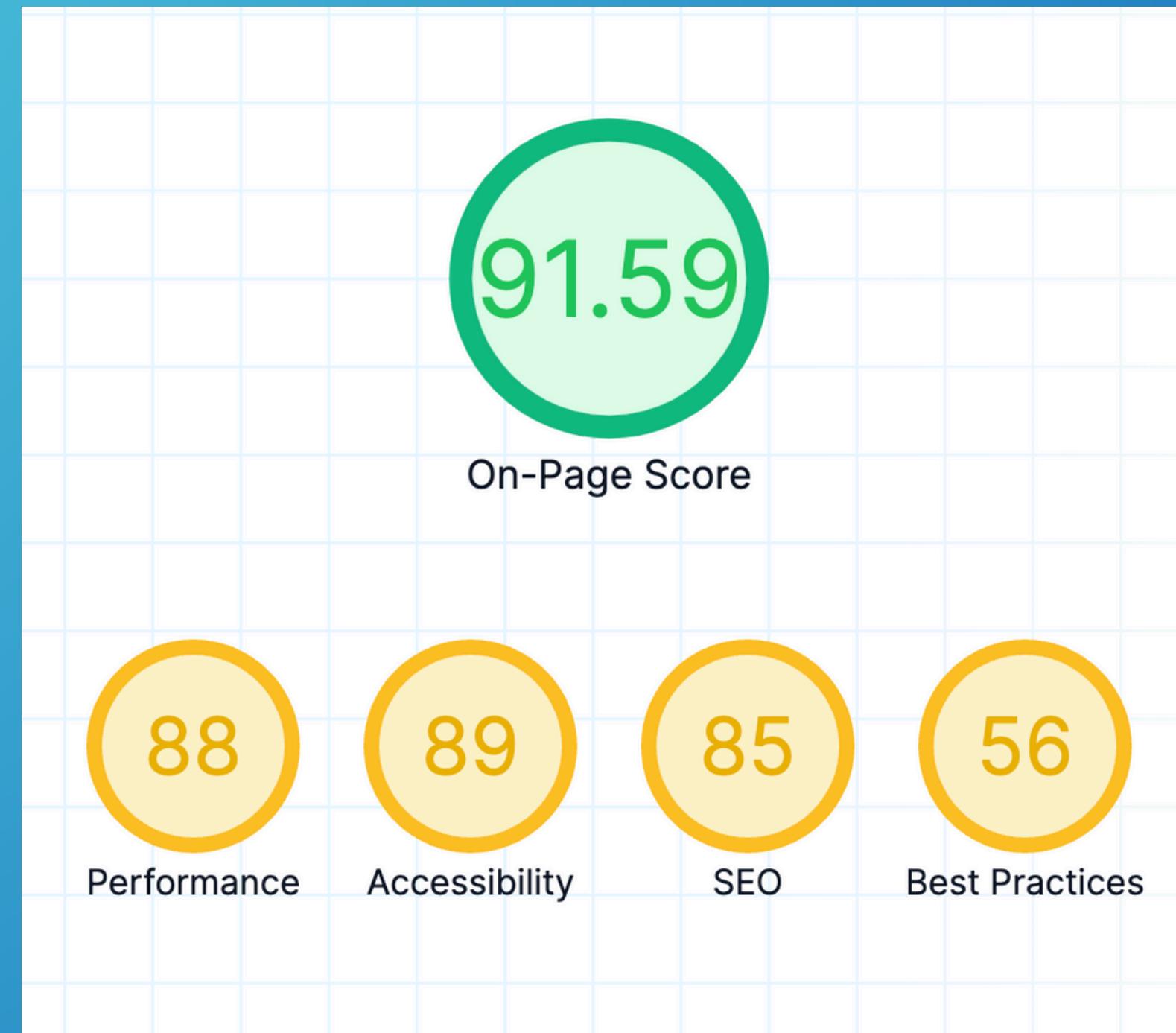
Long tail Keyword

Bookkeeping software
Invoicing and accounting online
Financial Management
Personal finances
Expense tracking

1. Financial software solutions
2. small business accounting tools
3. online bookkeeping services
4. tax preparation software
5. payroll management systems
6. accounting apps for businesses
7. expenses tracking software
8. invoicing and accounting tools
9. cloud-based financial management
10. budgeting and finance tools



Quickbook: <https://quickbooks.intuit.com/in/>



Title	QuickBooks®: official Site Smart Tools. Better Business.
58 characters	
Description	Organize & manage your business with the #1 rated solution. Fast & easy setup. Sign up for a free trial to join 7 million businesses already using QuickBooks.
158 characters	
Keywords	Keywords are missing!
URL	https://quickbooks.intuit.com/
Canonical	https://quickbooks.intuit.com/
Robots Tag	Robots meta tag is not defined.
Author	Author is missing.
Publisher	Publisher is missing.
Lang	en
H1	2
H2	9
H3	6
H4	6
H5	0
H6	3
Images	32
Links	163

Keyword : Quickbooks

Title : Optimized using keyword, characters below 60.

Meta Description : Optimized using keyword and optimal characters.

Keyword : Missing, Not Optimized.

URL, Canonical Tag : Optimized

Header : Optimized with 2 H1 Tags and multiple H2 to H6 tags.

Image Optimization : Very few images are missing alt tag.

The image shows a screenshot of the Page Speed Insights tool. At the top, there's a blue circular icon with a white rocket ship launching upwards. Below it, the text "Get Your Page Speed Score" is displayed in bold black font. Underneath this, a text input field contains the URL "https://quickbooks.intuit.com/#". A large blue button labeled "Analyze" is positioned below the URL field. Further down, there are two circular progress indicators. The first, labeled "Desktop Score", shows 63% completion with a blue arc. The second, labeled "Mobile Score", shows 48% completion with a blue arc. The background of the tool is white with a light gray header bar.

Get Your Page Speed Score

<https://quickbooks.intuit.com/#>

Analyze

Desktop Score

63%

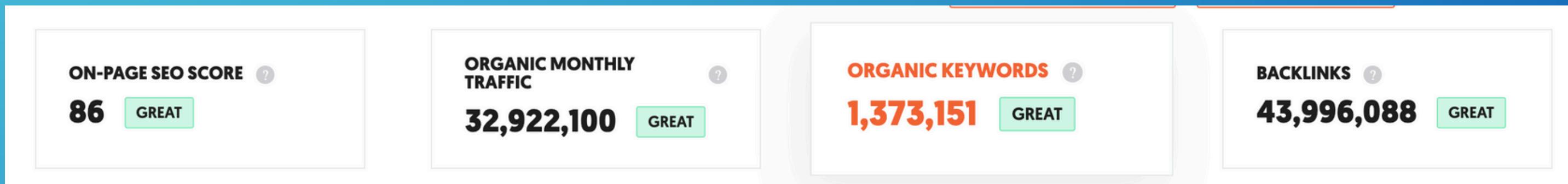
Mobile Score

48%

1. Page speed needs to be increased. Page speed is important for both search engines and visitors end.
2. The current page lacks in-page links, which are crucial for guiding users through related content within the same page.
3. Page indexed in Google.
4. Javascript needs to be minified.
5. It is important to add links to external resources that are useful for the readers.
6. [Quickbooks Sitemap link](#)

Strength :

1. Total of **112 links** found including both internal & external links. (Best practice link count should not exceed **200**)
2. No Broken links found.
3. The page looks neat and simple based on User Experience. Content is simple and easily understandable.
4. Page is indexed (Googlebot crawled).



Actions to be taken :

- 1. The Keywords can be used across content for better optimization.
- 2. All the images needs to be optimized by using descriptive, keyword-rich alt text and filenames.
- 3. The www and non-www versions of the URL are not redirected to the same site.
- 4. Some Open Graph meta tags are missing.
- 5. Javascript files can be minified, reducing server load and decreasing load time.
- 6. Hyperlink text needs to be clearly mentioned.

CREDITKARMA : <https://www.creditkarma.com/?source=intuit>

...
...

Keyword : Credit

1. **Title** of the page is **optimized, keyword is used.** (Recommended length: 50-60 characters)
2. **Meta Description** : **Keyword is used, 139** characters used, upto 160 words are recommended.
3. **No Keyword Found.**
4. **<https://www.creditkarma.com/robots.txt> - robot.txt is available.**
5. **Content** : Keyword “Credit” has been used multiple times in the content.

Headers - Needs Optimization:

1. **Eight H1 Tags are found** in the page. It is important to have at least one H1 tag and multiple H2 to H6 tags.
- ...
...

Image Optimization :

Total Images : 54

Alt Tag optimized : 40

Alt Tag Not Used :14

Image without Title : 37

Strength :

1. Total of **110 links** found including both internal & external links. (Best practice link count should not exceed 200)
 2. No Broken links found.
 3. User Experience is good, and swift.
 4. Canonical Tag is used.

Actions to be taken :

1. **Keyword Usage Control:** Use keywords strategically across the content to maintain relevance without overusing them. Overuse can lead to keyword stuffing, which can negatively impact SEO
2. **External Link Integration:** Include relevant, high-authority external links to establish credibility.
3. **Image Optimization:** All the images needs to be optimized by using descriptive, keyword-rich alt text and filenames.
4. **Header Tag Optimization:** There are eight H1 tags found on the page, which is excessive. It's crucial to have only one H1 tag to represent the primary topic of the page, with H2-H6 tags used for subheadings.

Turbotax : <https://turbotax.intuit.com/>

• • •
• • •
• • •
• • •

Keyword : Tax

1. **Title** length needs to be adjusted, **keyword is used**. (Recommended length: 50-60 characters but 64 characters present.)
2. **Meta Description** : Too long hence Optimization required, **Keyword is used**, 232 characters present, upto 160 words are recommended.
3. **No Keyword Found**.
4. **Content** : Keyword “**Tax**” has been used multiple times in the content.

Headers - Optimized:

1. **H1 tag used**.
2. **H2 to H6 tags used**.

• • •
• • •
• • •
• • •

Image Optimization :

1. Total Images : 42
 2. Alt Tag optimized : 38
 3. Alt Tag Not Used : 4
 4. Image without Title : 42

Strength :

1. Total of **121 links** found including both internal & external links. (Best practice link count should not exceed **200**)
 2. No Broken links found.
 3. The page looks neat and simple based on User Experience. Content is simple and easily understandable.
 4. Response time is under 0.2 sec.
 5. Canonical Tag is used.
 6. Page is indexed.

Actions to be taken :

- 1. The Keywords should be used across content.
- 2. Include relevant, high-authority external links to establish credibility.
- 3. All the images needs to be optimized by using descriptive, keyword-rich alt text and filenames.
- 4. The www and non-www versions of the URL are not redirected to the same site.
- 5. Some Open Graph meta tags are missing.
- 6. Javascript and CSS files can be minified, reducing server load and decreasing load time.
- 7. Hyperlink text needs to be clearly mentioned.
- 8. The page does not have a cache control header, as this can negatively impact your page load speed and user experience.

Content Strategy : Blog Topics

Turbotax:

- 1. Discover the Best Tax Filing Software for Easy Returns
- 2. Top Tax Filing Software: Simplify Your Tax Season
- 3. Affordable Tax Filing Software Solutions for Everyone
- 4. Maximize Your Refund with the Right Tax Filing Software
- 5. Compare the Best Tax Filing Software Tools of 2023

Quickbooks :

- 1. Streamline Your Finances with QuickBooks Bookkeeping Solutions
- 2. Ultimate Guide to Bookkeeping with QuickBooks
- 3. Effective Bookkeeping Techniques Using QuickBooks
- 4. Maximize Your Business Potential with QuickBooks Bookkeeping
- 5. Simplifying Your Bookkeeping Process with QuickBooks Software

Content Strategy : Blog Topic

Creditkarma :

- 1.Ultimate Guide to Credit Monitoring: Protect Your Financial Future
- 2.The Benefits of Credit Monitoring: Stay Ahead of Identity Theft
- 3.Credit Monitoring Explained: Your Key to a Safe Financial Life
- 4.Why Credit Monitoring Is Essential for Your Financial Health
- 5.Best Practices for Credit Monitoring: Tips to Secure Your Credit Score

Intuit :

- 1.Add a little bit of body textMaximize Your Finances with Intuit's Accounting Software Solutions
- 2.Intuit: The Ultimate Financial Management Tool for Small Businesses
- 3.Streamline Your Accounting with Intuit - Explore Our Services Today
- 4.Top Financial Tools from Intuit to Manage Your Business Effectively
- 5.Discover Intuit's Innovative Tax Preparation and Accounting Services

Offpage SEO : Intuit, Quickbooks, Turbotax, Creditkarma

1. **Influencer Marketing** : Marketing the products using Financial Influencers, for better reach and endorsement.
2. **High-Authority Backlinks**: Focus on acquiring backlinks from high-authority websites in the finance and business sectors
3. **Financial and Tech Blogs**: Establish partnerships with well-known financial and tech blogs. Collaborate on joint content, case studies, or feature articles that discuss the unique benefits of Intuit products
4. **Content Sharing Networks**: Generate high-quality content (e.g., guides, whitepapers, infographics) related to QuickBooks, TurboTax, and CreditKarma on platforms like **Medium, Quora, and LinkedIn**. These platforms can be used to engage with a wider audience and direct traffic back to the primary site.
5. **Success stories from existing clients** : This will increase the credibility of the product among users and target audience.

Offpage SEO : Intuit, Quickbooks, Turbotax, Creditkarma

- 6. Engage with sites that **compare financial software** (like G2, Capterra) to highlight the unique features of QuickBooks, TurboTax, and CreditKarma.
- 7. Run **Social Media Campaigns** : To create awareness among the audience.
- 8. **Build a Community Around Financial Education** : Awareness on Bookkeeping, Credit Management, Tax filing, Payroll services and personal financial can be made by paid promotions and by running Ads.
- 9. **Sponsoring and organizing** online events.
- 10. **Reviews** from clients on **google** will be helpful.
- 11. Bytes of the review can be used in **youtube**.
- 12. **Blogs** needs to be updated regularly.
- 13. **Case Study** can be shared for the existing clients.
- 14. **Socials : LinkedIn, FB, Instagram, X** - Posting consistently will help the business grow.

*Thank
You*