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Overview

The goal of this SEO Diagnostic aims to identify opportunities for increasing relevant traffic to your website, providing additional leads, and ultimately converting more customers.

Specifically, we are focusing on acquiring younger students to sign up as they have the highest lifetime customer value (revenue over the life of a student). The objective is to increase monthly sales and qualified leads. Each key finding is accompanied by action items for reaching those goals.

As we discussed, the goal is to build a website that is SEO ready and to improve the performance of your digital assets rather than reinvent the wheel. We are laying the ground for a content strategy to attract students based on the volume of search terms and low difficulty in ranking for these search terms, also called “Keywords.”

We use a range of tools to perform the SEO Diagnostic. The data from each of the tools do not line up perfectly, which is why we don’t exclusively rely on one method for gathering data and performing the diagnostic. ***Unless indicated data is a snapshot taken for the historical period leading to October 2021.***

Traffic

Since Google Analytics started tracking the website on August 12, 2021, there have been 4,864 Users/visitors recorded and 7,974 total sessions. The Organic Search Traffic (Google, Yahoo, Bing, etc.) accounted for 2,864 New Users which is 59% of your website traffic.

For the period of October 1st to October 31st, there have been 1,641 New Users/visitors recorded and 1,821 total users/visitors. The Organic Search Traffic (Google, Yahoo, Bing, etc.) accounted for 979 New Users which is 60% of your website traffic.





Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	1,821 % of Total: 100.00% (1,821)	1,642 % of Total: 100.06% (1,641)	2,777 % of Total: 100.00% (2,777)	42.56% Avg for View: 42.56% (0.00%)	2.60 Avg for View: 2.60 (0.00%)	00:02:25 Avg for View: 00:02:25 (0.00%)
1. Organic Search	1,146 (61.91%)	979 (59.62%)	1,810 (65.18%)	35.75%	2.89	00:02:49
2. Direct	511 (27.61%)	486 (29.60%)	735 (26.47%)	54.83%	2.01	00:01:46
3. Social	166 (8.97%)	154 (9.38%)	200 (7.20%)	60.00%	2.12	00:01:25
4. Referral	19 (1.03%)	14 (0.85%)	23 (0.83%)	43.48%	2.52	00:01:05
5. (Other)	9 (0.49%)	9 (0.55%)	9 (0.32%)	22.22%	2.89	00:01:11

Domain Reputation and Authority

Domain Rating (DR) and home page URL Rating (UR) indicate the overall reputation and authority. Search engines rely on the authority of websites to determine the pages showing in search results. Authority is increased by the number of backlinks (3rd party website links pointing to your website) and the quality of those backlinks based on the Domain Rating of those websites.

A high Domain Rating and home page URL Rating means that any existing and newly published content ranks more easily. This is measured on an exponential scale, with 0 being no authority and 100 being the ultimate authority. A rating of 0 to 10 is low, 11 to 30 is good, 31 to 50 is very good, and anything over 51 is excellent.

Your Domain Rating is 17, while your home page URL Rating is 11. You have 142 backlinks spread through 37 different referring domains. Increasing the number of quality backlinks will improve your keyword ranking and relevant organic traffic. **Increasing your domain rating and URL rating above 20 will make it easier to acquire “Keywords” (search terms), and once we hit 30, you will be much more resilient to competitors trying to acquire your keywords.**

Ahrefs Rank ⁱ
17,529,737

UR ⁱ
17

DR ⁱ
11

Backlinks ⁱ
142 +4
Recent 177
Historical 367

Referring domains ⁱ
37
Recent 57
Historical 76

Organic keywords ⁱ
801 +11
PPC 0

Organic traffic ⁱ
476 -20

Traffic value ⁱ
\$215
PPC \$0

Over the past few months, we have seen an increase in the number of organic keywords (search terms) now being associated with the website, but this has not resulted in a significant increase in new users.

- The majority of your new keywords are position 11 to 100, which means on page 2+ of Google search.
- The keywords in position 1 to 10 (page 1 Google) have *decreased*.
- This explains why the traffic has not significantly increased, as most users of search engines visit sites on the first page of Google (position 1 to 10).
- We can leverage the keywords in position 11 to 100 to build a “spider web” of search terms and progressively move them to page 1 on Google. Through this strategy, we expect to see healthy growth in relevant new website visitors from search engines within 6 to 8 months.

The below data is from our SEO tool “ahrefs.”

Organic traffic ⁱ 476 /month

All time | One year | Last 30 days | Export ▼



Organic keywords ⁱ 801

Export ▼



☒ #1-3 ☒ #4-10 ☒ #11-100

SEO Ranking – Target Cities & Keywords

We've identified the target geographic areas and analyzed your existing Keywords ranking for positions 1 to 20 (Google pages 1 and 2). You currently have physical locations in Chesterfield, Eureka, Lake St.Louis, and O'Fallon.

Geographical Targets

- Chesterfield
- Lake St. Louis
- O'Fallon
- Eureka

1st and 2nd Page Google Keyword Rankings include (October 2021 Data):

Volume = Estimated Monthly Search for a Keyword

Position = Ranking in Google Search Results

These are the keywords that are currently ranking on the website and being crawled.

Keyword	Position	Volume	KD
Keyword	1	200	0
Keyword	1	100	1
Keyword	1	80	1
Keyword	2	50	8
Keyword	1	20	0
Keyword	4	70	2
Keyword	4	80	6
Keyword	16	300	23
Keyword	1	50	0
Keyword	2	20	0
Keyword	3	20	0
Keyword	9	200	0
Keyword	4	20	5
Keyword	9	40	6

Relevant Search Terms in Google Keyword Rankings Page 3 to 10 include (October 2021):

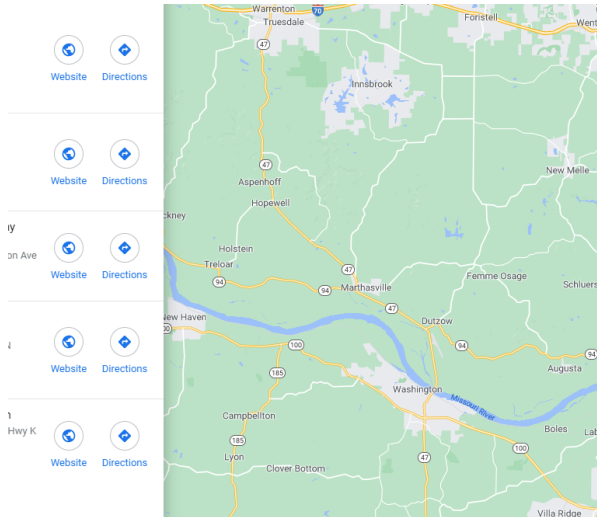
Keyword	Position	Volume	KD
---------	----------	--------	----

Keyword	34	12000	20
Keyword	96	2200	7
Keyword	26	2000	2
Keyword	92	1900	26
Keyword	78	900	1
Keyword	34	600	12
Keyword	60	600	0
Keyword	41	400	0
Keyword	34	350	5
Keyword	65	300	0
Keyword	95	300	2
Keyword	22	300	1
Keyword	57	300	0
Keyword	68	300	1
Keyword	56	300	8
Keyword	20	350	2

Google My Business

Opportunity: You have 4 locations (Chesterfield, Lake St. Louis, Eureka, and O, Fallon) which can contribute favorably to your local search engine ranking if we utilize each location for Local SEO properly.

We have found five GMB with no distinction for each location, resulting in confusion for visitors and low reach.



It's also great to add the branch name into the name so to avoid people interchanging reviews from between branches and to let Google determine which GMB is for the specific location. For example, let's rename it in Google My Business as "Website/Company Name– Chesterfield MO" for Chesterfield Branch.

The Yelp properties cited below look good, but we need to add more information and, if possible, add other related properties. We also need to create for the St. Louis location.

<https://www.yelp.com>[url]

<https://www.yelp.com>[url]

<https://www.yelp.com/>[url]

Context: Small differences in addresses reduce the quality of your listing and, consequently, your ranking.

Google uses compelling descriptions to evaluate the content of your website. When relevant keywords are utilized, it will increase your relevancy and boost your search engine rankings. This can also display your Google My Business listing for additional search terms and boost your clickthrough rate.

Having Google My Maps of relevant neighborhoods within your Google account can increase your ranking for local keywords.

Publishing posts for each Google My Business location will increase your visibility within search results, attract more leads and clients, and help your overall ranking for relevant search terms. Google has informed us that Google My Business posts affect the search ranking by roughly 10 to 15%.

Solution: Edit the names of each GMB property to include the geographical area.

Improve the GMB properties with compelling and great descriptions that are keyword and prospect optimized for each of your locations. Complete all of the GMB profiles.

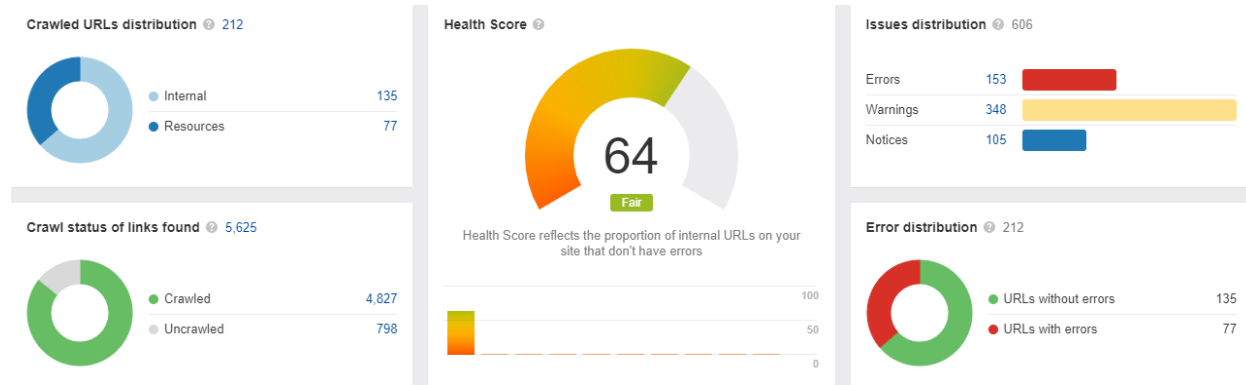
Publish Google My Business posts 2 to 3 times weekly for each location with images and content related to your target market.

Create custom Google My Maps that display directions from various neighborhoods to your office within your Business Google account to increase your search presence.

Site Health

The current site health as of October 29th, 2021 crawl in Ahref (industry-leading SEO software tool) is at 64%. Our target for site health is to be 85% or greater, although we continuously strive for maximum health as this is an important ranking factor for Google.

We will be addressing the site health issues as we build the new website. We ensure that our development follows the best SEO standards in website architecture and coding practices.



Keyword Opportunity

Context: These keywords are low-hanging fruit that has low keyword difficulty but with high search volume. These are great value keywords as it is easy to rank in SERPs and highly relevant to parent keywords. It can also help other main keywords pull upwards on search results as they are in the same “spider web” of keywords(*also rank for the type of keywords*).

The keywords will then be leveraged to dominate the local rankings when people search for these in combination with a geographical area.

Goal: Leverage these keywords by creating specific target posts/pages for the focus keyword. We will do both On Page and Off page optimization through internal link-building and social media feeds.

Volume = Estimated Monthly Search for a Keyword

KD = Keyword Difficulty

Keyword	KD	Volume
Keyword	25	12000
Keyword	11	2200

Keyword	2	2000
Keyword	18	1300
Keyword	7	1100
Keyword	4	900
Keyword	1	900
Keyword	23	700

Backlinks

Opportunity: You have 141 backlinks from 36 different referring domains. These links come from a healthy range of low and higher-quality domains. Your URL rating distribution is from 0-10 and 11-20 UR domains.

Obtaining links from higher URL Rating pages as well as increasing the overall quantity of backlinks, will have you climb the search ranking positions.

URL Rating	# of Backlinks
0 to 10	128 Backlinks
11 to 20	9 Backlinks

Domain Rating	# of Domains
0 to 10	9 Domains
11 to 20	5 Domain
21 to 30	5 Domain
31 to 50	8 Domains
51 to 80	8 domains
81 to 100	1 domain

Context: Search engines assess the number of backlinks, links pointing back to your website, to determine the rating of your domain and pages. The value of this is vital for Google as the data shows that top-ranking pages and domains repeatedly have substantial backlinks.

The quality of backlinks as assessed by the Domain Rating (Reputation of the website providing the links) and URL Rating (Reputation score of the page linking to your website) contributes to improving your overall ranking.

By acquiring high-quality backlinks, we can boost your ranking and make it extremely difficult for your business to be dislodged by competitors.

Solution: *Acquiring quality backlinks with a high URL Rating and Domain Rating that are relevant in your industry and geographical area.* This can be online publications related to cities you service in Missouri, Gymnastics publications, etc.

We also recommend you target low to mid-quality websites that allow us to publish our content to increase the overall quantity of backlinks pointing to your website.

This outreach effort starts with identifying a keyword and page wanting to be increased in ranking within your website. Then outreach targets are identified, a request is sent to their webmaster or member of management, and finally, assistance is provided to acquire the link.

This can involve producing a guest blog article and proposing to replace a broken link on the external website with a relevant link within your website.

Our team can handle the deployment of this tactic with minimal effort from your team. We may request technical explanations in the form of audio, video, or write-up, whichever is easiest for you, that our team of writers uses to produce the submission.

Other Technical Improvements

Structured Data and Schema Markup

Context: Structured Data is a Google feature that shows essential information within the website to the Search Engine Results Page. Currently, there is a Schema markup for the structured data implementation, but it shows some errors. For the homepage, the “Local Business” type schema is added 4 times and not even completed, and a lot of items are missing, such as logo, Business Name, address, website, etc.










Schema markup creates the display data for SERPs, which is on target, particularly for businesses that turn out as a sort of entity acting all over SERPs.

Schema markup is an advanced-level SEO technique. It helps search engine crawlers provide rich information to users before they visit the website. It helps improve the CTR (Click Through Rate) and conversion rate.

By using the schema markup on your site, you are about to stand out amongst your competitors and drive relevant traffic to your website.

Schema Markup is being used by business ventures, This method helps in the generation of rich snippets for any kind of business.

Schema Markup helps to improve local SEO on all searches.

Local businesses			
	Unnamed item	1 warning 2 errors	
Missing field "name"			
Missing field "image"			
Missing field "priceRange" (optional)			
type		LocalBusiness	
address			
type		PostalAddress	
telephone		636-532-7762	
	Unnamed item	1 warning 2 errors	
	Unnamed item	1 warning 2 errors	
	Unnamed item	1 warning 2 errors	

Solution: Per schema.org, the best solution is to add an item property and complete the recommended details within the markup. The following guidelines can be implemented by a developer: <https://schema.org/LocalBusiness>. And we can add additional markups such as <https://schema.org/xxx> and another relevant schema. (*The more relevant schema markup, the better*)

Once the local property markups are established, the next step is to encode additional markups in your website content which our team of developers can perform for you, such as

- Article
- LocalBusiness
- ExerciseGym
- Video
- HowTo
- Event
- Site Navigation
- Rating

Competitor Analysis

Context: A detailed analysis of the top competition that is highly related and relevant to the target market or industry. Through this analysis, we can develop essential action items to outperform the competition potentially.

Solution: Based on the conducted competitor analysis, we can optimize important target keywords on the most important page or post. We also need to create blogs to acquire more organic keywords further. We also need to create a

backlink strategy(on-page and off-page) to increase our backlink acquisition as this helps a lot in increasing our domain and URL rating.

ACTION ITEMS

Ranking of Competitors from Strongest to Weakest

1. Competitor 1 - <https://competitor-1/>
2. Competitor 2 - <https://competitor-2/>
3. Competitor 3 - <https://competitor-3/>
4. Competitor 4- <https://competitor-4/>

Opportunities in terms of Keywords or Content we can Replicate from Competitors'

Content:

1. <https://domain.com/contenturl>
2. <https://domain.com/contenturl>
3. <https://domain.com/contenturl>

Keywords:

Keyword	Volume	Difficulty
Keyword	300	7
Keyword	3,500	5
Keyword	2,200	7
Keyword	1,300	1
Keyword	500	0
Keyword	400	1
Keyword	400	0
Keyword	400	2

What is making the success of some of the competitors and what can we replicate?

Competitors' keywords allocation is in the right pages. Most of the Hi-XXX keywords have been allocated at the elementor builder urls and it is causing Google to NOT qualify the pages as relevant or showing it as less relevant than the competing domains/pages.

The competitors are getting a good amount of Monthly organic keywords accompanied by quality backlinks.

What we can replicate is to constantly **acquire highly relevant backlinks** and improve our keyword acquisition and allocation. We can start by doing an **internal linking strategy using blogs and content hubs** to rank keywords properly and obtain new keywords. We can also **add a proper schema property** to your home page website and to the main pages of the site.

Off-Page Optimization

Context: Optimizing your site for off-page SEO means you'll have to improve the way that both users and search engines see your site in terms of credibility, authority, popularity and relevance, just to name a few factors. A broad simplification of this is that other sites on the web (ideally, respectable ones) will link to your content to essentially promote or vouch for it, which, circling back now, has significant benefits for your site's reputation

Solution: At a high level, improving the "off-page SEO" of a website involves improving search engine and user perception of a site's quality. This happens by getting links from other sites (especially those that are reputable and trustworthy themselves), mentions of your brand, shares of your content, and "votes of confidence" from sources outside of your own website.

Here are just some of Off Page SEO Efforts that can attract new leads and relevant traffic and our team performs all of these with ongoing SEO engagements (Not limited to):

- Securing Branded Properties. Building Web 2.0 properties(*WordPress, Weebly, Tumblr, etc.*)under your brand name.
- Doing "IFTTT" Stack. (This will be automation with a tool called "IFTTT" to connect your branded properties with each other and to the Feed of your website blog).
- Outreach: Pitch article ideas, do broken link fixes and asking link insertion to other websites with high to good relevancy.
- Weekly web 2.0 Link building by posting articles/content snippets/bookmarking related to your target keywords.
- Publishing weekly content on your Google My Business (GMB) properties with local terms and keywords.
- YouTube SEO(Optional): We can take advantage of YouTube link juices by doing YouTube SEO and directing YouTube video posting to our blogs.

Content & Keyword Strategy

Context: Creating comprehensive content and keyword strategy increases our opportunity to boost our keyword ranking and overall SEO performance. These solutions will be our very foundation in building powerful SEO optimized content and will have long-term ranking retention.

Solution: We will be building several content hubs and child pages that will target your primary keywords and create well-optimized content that provide value to your audience and for SEO rankings. We will also need to start building your blog page and create a regular blog post targeting low-difficulty keywords.

A content hub is a primary page on your website from which we build additional pages and posts that are all linked together. This forms a spider web pattern of internal links and content which gets interpreted by Google as the authority on certain search topics.

a. Contents/Pages to Create

Locations Pages

We need to make sure that the 4 main locations/branches should have their pages. The page should consist of the following elements:

- Written Content - Keyword optimized text copy that focuses on the services offered as well as geographical words (i.e., Chesterfield, MO)
- Contact Form/Contact Details
- Maps/Direction embedded
- Reviews with Schema Markup encoded
- Internal linking to class pages, content hubs and high-value keywords
- Relevant images with GPS encoded data and ALT descriptions (ALT attribute is an HTML code that can be added to images)
- Geographical information (i.e., about the city, landmarks, the history, etc.)

Class Pages

We will be creating separate pages for each of the classes offered. These can be a Child page or a Parent page itself. A Parent page is a higher priority page while a Child page is a supporting page such as:

/parentpage/ (primary page)

/parentpage/childpage/ (here the child page is appended to the parent)

We will be working on improving the quality of content for each of the classes being offered such as “aerial skills”, “trampoline”, etc. the structure of your pages will be as follows:

- High volume content 1000-1500 words each.
- Complete information about the class with more description about it.
- Schema Markup encoded
- Inclusion of geographical location, cities, etc.
- Add more relevant keywords (search terms) within headers and text
 - Inclusion of common words related to the class, for example, several technical and street words used when discussing “aerial skills”
- Insert relevant images with ALT text and GPS coordinates, and videos.
- Internal links to and from supporting pages, articles, Child pages, and other assets that are published on an ongoing basis.
- Insert Call to action between the sections to get leads' contact information, call-ins, etc.

Blogging & Promotional Pages

Regularly, it is good to promote new classes, featured services, or events within the website. This is another opportunity to venture into. This will be utilized to strengthen your positioning within the search engine, create internal links, acquire new Keywords and engage your visitors and subscribers to generate customers. We can also use

blogs to provide high-value content such as instructional video materials, tips, and guides that can attract target audiences. To have a blog that gets you, new visitors, it should:

- Contain high word counts per blog publication (typically 1,000+ words)
- Focus on a primary Keyword (search term) which is included in the title, URL, and multiple times inside the blog
- Have supporting secondary and tertiary Keywords that are typically ranked in the search engine when a website ranks for the primary Keyword
- Include several sub-headers
- Include media assets whenever possible: images, video, audio
- Contain an internal link to top pages in the website, such as location pages or content hubs to create a spider web
- Include strong call-to-actions for calling in and getting leads information
- Contain Schema coding
- Have relevant “Meta Descriptions and Titles” which get displayed in the search engines and on social media shares
- If possible, comments from visitors

We have created a table for suggested content that can be used to create the first blog articles. Our writers can handle the writing as we collaborate with you to get subject matter expertise insights.

Advance Booking/Enrollment Page

Online booking/Enrollment can also be a good idea to include in the website as we can get information and leads within your website and can track your users. Then we can send out event invitations and other promotional materials if they are connected to our lead capture platform. We'll further explore the JackRabbit application for this.

Conversion Optimization Suggestions

Context: In Digital Marketing, conversion optimization, or conversion rate optimization (CRO) is a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a webpage. It is commonly referred to as CRO.

In addition to bringing visitors to your website, you need to keep them there. Not only that, you need to transform them from interested prospects into customers.

Solution: There are a few ways to increase conversion in a website and mostly it is about providing “answers” to the “questions” or “intent” of the users visiting your website. We can start by answering “why does a user visit my website”. Once we have the answer we can draft a more clear conversion plan to keep them on the website (longer retention) and potentially convert them into leads and even better a customer.

Following are the Essential Website Optimization things that need to be done on website

Mobile Responsive

Here are some basics for making your site mobile-friendly, which we are using in the creation of your website:

- Make your site adaptive to any device – be it desktop, mobile, or tablet.
- Always scale your images when using a responsive design, especially for mobile users.
- Use short meta titles. They are easier to read on mobile devices.
- Avoid pop-ups that cover your content and prevent visitors from getting a glimpse of what your content is all about.
- Ensure top loading speed for mobile devices on slower networks

Speed up the Pages

Page speed matters regarding SEO and conversions.

If you visit a website that takes forever to load, you'll likely click the "back" button and look for something else. Similarly, you'll eventually give up if you're filling out a form that refuses to submit due to slow speed.

We use GTMetrix as a tool to analyze "First Paint" which is when content becomes visible. Your website speed is fully optimized through our work.

Call To Action

A call-to-action, or CTA for short is one of the important parts of the content you produce because it tells your audience what to do next.

Without a call to action, most people will simply read your blog or watch your video and then move on. But with the right CTA, you can put people on the path to enroll in one of the classes, inquire about your offers or sign up for your events.

Once we increase search traffic, we look at answering the question "How can we convert more visitors into leads and customers?".

Here are a few CTA recommendations we can try on your website:

- Highly visible phone numbers
- Text-based CTAs within blog posts that are relevant to the topic
- Lead capture forms in various shapes on your important website pages (ConvertPro: Slide-in, Pop up, Drop Down CTAs)
- Landing Pages for your Enrollment Form, Application Form, Inquiry, Events, etc.
- Chat bots
- Automated email follow-up (ActiveCampaign)
- Create Levels for Button CTAs (Identify what is the most important button: Primary, Secondary, Tertiary and classify them within your website styling - we have done this in the website structure)

Content Plan Table & Sitemap Structure

Sitemap Structure

The sitemap structure determines the organization of your content as it relates to users navigating within your site pages. This structure is critical as it influences visitor behavior and is used by search engines to determine the nature and importance of your content.

Current low rankings are caused by an inadequate sitemap structure which will be remedied with the new sitemap structure we've created.

Your sitemap structure will use the following hierarchy for optimal ranking:

/#location#/

 /#location#/#key-topic#/

 /#location#/#class#/

/#key-topic#/

 /#location#/#class#/

Here are specific examples:

/chesterfield-mo/

 /chesterfield-mo/girls-gymnastics/

 /chesterfield-mo/tumbling/

 /chesterfield-mo/trampoline/

/ofallen-mo/

 /ofallenmo/girls-gymnastics/

 /ofallen-mo/tumbling/

 /ofallen-mo/trampoline/

/girls-gymnastics/

 /chesterfield-mo/girls-gymnastics/

 /ofallon-mo/girls-gymnastics/

 /ofallon-mo/tumbling/

 /ofallon-mo/trampoline/

/tumbling/

 /chesterfield-mo/tumbling/

 /ofallon-mo/tumbling/

Content Plan

We have prepared a content plan to be used as a starting point for enhancements on your home page, key service pages, location pages and blog publications.

When designing a content plan, we focus on keywords (search terms) we are confident of acquiring, relevancy for drawing potential customers and building out a spider web structure throughout your website linking and ranking keywords.

Overall Recommendations

#1 Create new individual pages for each location and class

Publish the new website under construction.

Then create individual location and class pages on the website using the recommendations from this report.

#2 Increase the volume of backlinks, acquire higher quality backlinks, and increase Google Reviews for all locations.

We need to increase the overall volume of backlinks and complement this with a few higher-quality backlinks. Publish content on 3rd party websites, which allows this to gain lower-quality backlinks. Perform outreach to websites with a reputation to acquire backlinks pointing to your website.

Locate publications and propose guest blogging, identify broken links on their site and propose fixing them with links to your site, and publish link-worthy high-quality content on your website.

This should be combined with a systematic approach to getting Google Reviews on your location Google My Business (GMB) listings.

#3 Improve page content for each targeted keyword and publish new Keyword rich pages, including blogging, according to the content plan.

Review the Keywords and Content Plan sections and improve the content by expanding the information within each page. Start working on your home page, location-specific pages, and the different class pages developed in recommendation #1.

The location pages will benefit from additional relevant, compelling content to convince a visitor to contact Hi-XXX Gymnastix to get a better lead capture rate. The goal is to get their contact information through your email system, have them call in, and ultimately have them enroll.

Optimizing the key pages should be done in tandem **with** publishing blogs according to the Content Plan to develop strong internal linking and Google relevancy. Your Class pages and location-specific pages will benefit from these internal links.

This recommendation is performed by monitoring how Google responds to the previous recommendations to continue increasing your search ranking. The goal is to carefully organize the Keywords (search terms) by pages to avoid competing against our pages. This internal competition is called “Keyword Cannibalization”.

#4 Conversion optimization to increase lead subscribers and customers.

Improve the on-page design, and “call-to-action” prompts to get people to subscribe, call or enroll.

Monitor the different specific class pages to increase the number of leads collected, calls, and enrollees on an ongoing basis.

Add elements that convey authority and trust to improve sales, such as several reviews, quotes from various customer reviews, and authority badges in the footer.

Finally, monitor how people respond to your pages appearing in Google Search Results. Then update the page Meta Descriptions to increase the number of people clicking through your website. The Meta Description is the description that appears in the search results. This last recommendation can significantly impact the number of leads and customers generated as small increments to conversion rates, such as 0.25%, can draw many people.

Metrics

Monitored Metrics (Google Search Engine)

Monthly data is based on October 1st to October 31st, 2021

Monthly New Visitors from Search Engines (Google Analytics): 979 users

Monthly Total New Visitors (Google Analytics): 1,642

Monthly Page Visits: 7,212 pages viewed

Domain Reputation: 11 out of 100

URL Reputation (home page): 17 out of 100

of Backlinks: 136

of Referring Domains: 36

of Organic Traffic: 483

Keywords data updated on November 14, 2021

of Organic Keywords: 814

of Organic Keywords in position 1 to 3: 68

of Organic Keywords in position 1 to 10: 24

of Organic Keywords in position 11 to 100: 722

Website Health Score: 64%

How We Can Help

This SEO Report provides you with an extensive information on the health of your search engine ranking, opportunities and specific actions you can take to increase organic traffic to your business to generate new leads and customers.

We are available to accelerate the growth of Website Name and propel enrollment in your classes.

In an ongoing collaboration, we agree on a monthly level of effort and execute the proposed solutions from this SEO Report. We also provide monitoring of the key metrics and strategic advice.

Proposal

1. Fix website health issues(website development), and create specific classes pages and location-specific pages.
2. Increase the number of backlinks and citations
3. Improve page content for internal linking and ranking, and publish new Keyword rich pages including, blog posts.
4. Increase conversion using different lead capture methods and on-page optimization.
5. Monitoring and reporting.

Client Goals:

- Increase in sales of: \$20,000 in monthly sales, Ideally \$30,000
 - # of members increase by 200 across all locations, ideally 300 members
- Increase in Qualified Leads: 50 per month

Short to Medium Term Goal (6 to 9 months)

- Goal: Increase monthly new visitors from Google Search by 50%
 - Annualized new visitors: 5,880 new visitors
 - Monthly new visitors: 490 new visitors
- Goal: Increase total visitors by 35%
 - Annualized new visitors: 6,900 new visitors
 - Monthly new visitors: 575 new visitors
- Goal: Acquire monthly leads and customers for each class
 - We'll need to work together on gathering data on lead and customer growth, as well as conversion rate of visitors to leads and customers

Long-Term Goal and Strategy (12 to 18 Months)

- Goal: Increase monthly new visitors from Google Search by 75%
 - Annualized new visitors: 8,820 new visitors
 - Monthly new visitors: 735 new visitors
- Goal: Increase total visitors by 50%
 - Annualized new visitors: 9,840 new visitors
 - Monthly new visitors: 820 new visitors
- Goal: Acquire monthly leads and customers for each class

