SEO Audit

Customer Name	Daniel Boak	**Website**	www.livelawnandprosper.com
Auditor Name	Christine Maisel	**Completion Date**	4/1/2015
Pages Audited	Homepage, Services & Pricing		

Performing Well	Needs Improvement	Critical Fix

Website Traffic	295 users/ 341 sessions (3/6/15 - 4/6/15)	**Top Source**	Referral & Direct
Bounce Rate	70%	**Session Duration**	1:40

Website Overview

The Live Lawn and Prosper website is not currently indexed in search engines. It is recommended the on page optimization and conversion techniques described below be completed before submitting the website to search engines in order to appear as a high quality, well optimized site in the eyes of search engines.

Conversion

Before turning your focus to ranking high in search engines, it's important to make sure your website is set-up to convert the traffic the website receives. This ensures you get the most out of your SEO efforts. These are the additional techniques your website can implement to increase conversion.

| **Call-to-Action** | The homepage includes a call-to-action, however, it is below the fold on the bottom of the website. A call-to-action should be included above the fold. We found only 9% of visitors click on the "get a quote" button on the homepage whereas 18% of he visitors click on the "get a quote" button on the top of the services page.

The top 3 landing pages are: (1) the homepage, (2) the services page, and |
|---|---|

   	(3) the portfolio pages. All top landing pages should have a strong call-to-action.
Social Proof	Social proof can greatly increase a website's conversion rate. #1 customer satisfaction and a link to Yelp are good to have. Consider incorporating the Yelp review into the website so people do not have to leave the website to read reviews (keeping them on your website will also reduce your bounce rate). Place short testimonials on each page and increase size. These can be placed as standouts within the content, on the sidebar or in the footer of the website.
User Friendliness	Website is easy to use and visitors can quickly find the information they're looking for.
Navigation	Only 5 menu items are used which is an appropriate number. There is no sidebar on the website which can help visitors easily navigate between pages and find additional information without having to click. This can also help keep a visitor on the website longer.
Current Rankings	The website does not appear in the top 50 pages of search results for the target keywords because it is not currently being indexed.
Content	The homepage contains information that should be included on the about page as the homepage should focus on what you can do for the customer and what the customer will gain from working with you. The overall word content should be increased per page giving you the opportunity to include more keywords, internal links and call-to-actions. The website does not include information regarding the locations served. This is helpful information for both visitors and search engines.
Resourceful-ness	The website does not include fresh content which benefits SEO and visitors such as a resources page, videos, articles, a blog, etc. See your competitor's website here for an example: https://www.spring-green.com (look under Lawn Care Guide menu)

	You may consider creating a page for each service which can act as a landing page for each service and give you more room for valuable, informative content that includes your keywords. See your competitor's website for an example: https://www.spring-green.com/service-category/individual-services/
Mobile Friendly	Website appropriately resizes on different devices although no mobile version is available. Currently, 82% of visitors are using a desktop computer and the remaining 18% are using mobile devices.
Necessary Pages **Favicon**	The website is missing an about page where visitors can learn more about the company. Add a favicon that represents your business such as the star in your logo.
Logo	The website has a unique and professional logo that is easily recognizable.
Email Capture	There is currently no way for a visitor to give you their email address which will result in more leads. Consider creating a free report such as "10 Ways to Get Greener Grass" which they can download once they enter their email address.

On Page Optimization

With your website better set-up to convert visitors, attention needs to turn to better optimizing the websites you'd like to target. This means each page needs to be set-up for search engines to crawl and index correctly to achieve top rankings.

Keywords   Some of the main keywords are not included in the content of the website.

Keyword Usage on the Homepage

2 Word Phrases	Count	Density	3 Word Phrases	Count	Density
lawn mowing	8	3.69%	live lawn and	6	4.15%
lawn care	7	3.23%	lawn and prosper	6	4.15%
live lawn	6	2.76%	centreville lawn care	2	1.38%
lawn and	6	2.76%	lawn care chantilly	2	1.38%
and prosper	6	2.76%	lawn care centreville	2	1.38%
va landscaping	5	2.30%	centreville va lawn	2	1.38%
northern va	5	2.30%	to start over	2	1.38%
northern virginia	4	1.84%	va lawn care	2	1.38%
centreville lawn	4	1.84%	lawn mowing service	2	1.38%
star trek	4	1.84%	in northern virginia	2	1.38%
in northern	4	1.84%	mowing franco lawn	2	1.38%
va lawn	4	1.84%	star trek lawn	2	1.38%
virginia landscaping	3	1.38%	mowing service centreville	2	1.38%
mowing service	3	1.38%	va landscaping centreville	2	1.38%
franco lawn	3	1.38%	va lawn mowing	2	1.38%
centreville va	3	1.38%	chantilly va lawn	2	1.38%
lawn service	3	1.38%	landscaping in northern	2	1.38%
chantilly va	3	1.38%	in northern va	2	1.38%
landscaping in	3	1.38%	northern virginia landscaping	2	1.38%
trek lawn	2	0.92%			
we have	2	0.92%	va landscaping in	2	1.38%
to start	2	0.92%	northern va landscaping	2	1.38%

Keyword Usage on the Services Page

2 Word Phrases	Count	Density	3 Word Phrases	Count	Density
your yard	5	1.93%	to fit your	3	1.74%
can be	3	1.16%	services and pricing	3	1.74%
northern virginia	3	1.16%	take the time	2	1.16%
we will	3	1.16%	we take the	2	1.16%
fit your	3	1.16%	starting as low	2	1.16%
to fit	3	1.16%	as low as	2	1.16%
and pricing	3	1.16%	as per cut	2	1.16%
services and	3	1.16%	low as per	2	1.16%
yard looking	2	0.77%	is great way	2	1.16%
great way	2	0.77%	great way to	2	1.16%
keep your	2	0.77%	your yard looking	2	1.16%
looking fresh	2	0.77%	yard looking fresh	2	1.16%
to keep	2	0.77%	keep your yard	2	1.16%
way to	2	0.77%	way to keep	2	1.16%
all year	2	0.77%	this is great	2	1.16%
per cut	2	0.77%	looking fresh all	2	1.16%
as per	2	0.77%	budget this is	2	1.16%
low as	2	0.77%	offer monthly maintenance	2	1.16%
take the	2	0.77%	monthly maintenance plans	2	1.16%
the time	2	0.77%	come in and	2	1.16%
as low	2	0.77%	also offer monthly	2	1.16%
weeding mulching	2	0.77%	weeding mulching planting	2	1.16%

Unique Titles	The homepage has a duplicate title (see canoncial URLs section below) for how to fix. The title of each page should tell a search engine what information visitors will find on the page but it should also be compelling so visitors will click on it.

The services page title is not descriptive and does not compel a potential

	visitor to click on it.

Title Length	The title of each page should be between 50-65 characters. This ensures the full title will appear in search results. The page title is too long on the following pages: homepage and testimonials. 2. Services title is not descriptive and does not compel a potential customer to click on it

Description Length	Homepage description is 2 characters too long

Live Lawn and Prosper - Landscaping, Mowing, Edging in Northern Virgin ...

livelawnandprosper.com/

Live Lawn and Prosper is a five-star rated mowing, landscaping, wedding, trimming, edging, planting and hauling services provider throughout Northern Virgin ...

URL Structure	URL length: Good The services & pricing page URL includes multiple dashes which should be removed. Consider renaming it to: www.livelawnandprosper.com/services

Canonical URLs	Website does not use rel="canonical" tags causing duplicate content. For instance, Google sees these links as different pages: http://livelawnandprosper.com http://www.livelawnandprosper.com http://www.livelawnandprosper.com/index.html Use your Google Webmaster Tools account to set your preferred domain.

Title Tags	Header tags help Google identify what your page is about. No header tags are currently being used. On the services page the main title of the page should be included within <h1> header tags and each service (subtitle) should be included within <h2> tags.

| **Text Formatting** | No use of text formatting . When updating your content and adding new pages consider using the following three techniques to highlight various keywords and other important elements on a page: bulleted lists, bolded or italicized text. |

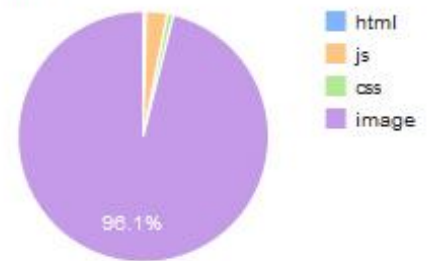| **Use of Internal Link Structure** | None of the pages include any internal links. Your most important pages should have the most internal links going to it and should be linked to from your homepage and sidebar. |

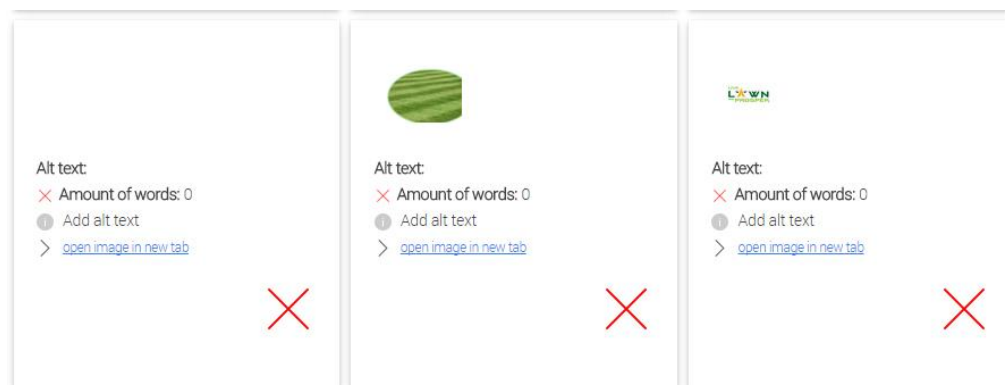| **Optimized Images** | Images are taking too long to load and need to be compressed. |

Requests

- html
- js
- css
- image

51.4% 31.4%

Bytes

- html
- js
- css
- image

96.1%
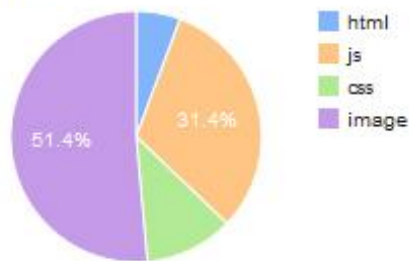
| **Image Tags** | An image tag helps search engines know what an image is about. No images on the website use image tags. |

Alt text:
✕ Amount of words: 0
ⓘ Add alt text
> open image in new tab
✕

Alt text:
✕ Amount of words: 0
ⓘ Add alt text
> open image in new tab
✕

Alt text:
✕ Amount of words: 0
ⓘ Add alt text
> open image in new tab
✕

| **Image File Names** | Image file names are another opportunity to tell search engines what an image is about. All images should use a descriptive file name. For example, this file: http://livelawnandprosper.com/images/grassball.png could be |

	renamed: http://livelawnandprosper.com/images/lawn-moving-centreville-va.png

Use of "nofollow" tag for External Links	External links should use the "nofollow" tag. Currently, no external links include this tag.

Broken Links	Broken link appearing on site: http://livelawnandprosper.com/703-909-7404

Custom 404 Page	No custom 404 page exists. A custom 404 page appears when visitors click on a broken link. By creating a custom 404 page you can help keep visitors on your website by redirecting them.

Ad Placement	The website does not currently display any ads.

Consistent Look & Feel	Content area of website varies by page although it is apparent visitors are on the same website. No sidebar exists.

Page Speed	Website currently takes over 11 seconds to load which is very slow. To speed up the website, complete the following: • Enable compression • Leverage browser caching (in .htaccess file) • Optimize your largest images • Reduce the number of JS and CSS files

Google pagespeed score ⊖

70 out of 100
This webpage is on the slow side of average. See below the reasons why your page is slow.

Website Standards & Tools

It is important to use the tools search engines provide you so they can notify you of any errors they find when crawling your website and so you can monitor what's happening with your website in search engines.

Google Webmaster Tools	Continue to monitor your Google Webmaster Tools account on a regular basis
Google Analytics	Continue to monitor and track your results on a regular basis. Link your Google Analytics account to your Google Webmaster Tools account. You can learn how to do that here: https://support.google.com/webmasters/answer/1120006?hl=en Filter out anyone who accesses the website internally (the business owner, webmaster, etc.) so only real visitors are tracked.
Bing Webmaster Tools	Set-up a Bing Webmaster Tools account to see how your website performs in Bing. You can also use their SEO analyzer tool for suggestions on how to better optimize your website.
XML Sitemap	Your website has an XML sitemap, however, it has not been submitted to search engines. Use your Google Webmaster Tools account to submit your sitemap. Your sitemap URL is: www.livelawnandprosper.com/sitemap.xml
Robots .txt	A Robots.txt file tells searchbots what parts of your website you would like searched and indexed. The website does not currently have a robots.txt file and you may want to exlucde some directories and files (such as the JS files) from being searched.

Off Page Optimization

With your website properly optimized, you're ready to start marketing your website elsewhere on the internet.

# of Incoming Links	Search engines believe other websites will point to your website if it is useful. This is why you should work on building external links to your website with a focus being on the quality of the website linking to your, not the quantity of links. Right now, the website does not have any incoming links. As a local business, you can benefit from submitting your website to quality local business directories, yellow pages and review sites. You can also look for industry/niche related sites that you can contribute to.

Your website's main domain authority is 7 (on a scale of 100). Your domain authority tells you how likely your website is to rank highly in search results. Your competitor's domain authority ranges from 1 to 36. As you apply the changes in this document, your domain authority will likely increase so we will continue to monitor that.

Unique Referring Domains	N/A - will improve with link building from above

Any Referring Spam Domains	N/A

External Links Pointing to Top Pages	N/A

| **Variety of Anchor Text** | N/A - as you start to build links, use a variety of anchor text including your URL, business name, keyword and non-keyword related words. |

Competition Analysis

It's important to take note of what SEO strategies your competitors are doing so you can stay ahead of them and take advantage of what they are not doing.

	livelawnandprosper.com	spring-green.com	vianalawncare.com	snslawn.com	epmowing.com
Backlinks	0	1.1k	0	7	125
Referring Domains	0	249	0	5	80
Governmental	0	0	0	0	0
Education	0	2	0	0	0
.com	0	194	0	4	74
.net	0	13	0	0	3
.org	0	19	0	0	2
Referring IPs	0	220	0	3	12

Several of your competitors have little to no incoming links on their site. To outrank these competitiors, work on building additional quality links. See where your competitors are linked and work on obtaining links from those websites as long as they are quality websites. A list is attached to this document of the links your top competitor has going to their website.

Here is a comparison of some on-page optimization metrics for www.livelawnandprosper.com versus other top competitors.

URL	Words On Page	Link Words	Unlinked Words	Links On Page	Page Size
http://www.livelawnandprosper.com	298	20	278	19	16,151
http://www.spring-green.com	794	128	666	65	28,139
http://www.snslawn.com	411	55	356	33	12,678

On-page analysis

Increase the word count on the top pages to at least 500 words. Naturally link to other pages on the website as it relates.

URL	Title
http://www.livelawnandprosper.com	Live Lawn and Prosper - Landscaping, Mowing, Edging in Northern Virginia
http://www.spring-green.com	Spring-Green Lawn Care Services: Weed Control & Fertilization

URL	Title
http://www.snslawn.com	S&S LAWN SERVICES, INC. :: 703-830-LAWN

URL	Meta Description
http://www.livelawnandprosper.com	Live Lawn and Prosper is a five-star rated mowing, landscaping, wedding, trimming, edging, planting and hauling services provider throughout Northern Virginia.
http://www.spring-green.com	Learn more about how our weed control & fertilization services can leave your lawn lush and green! Visit today to learn more.
http://www.snslawn.com	S&S Lawn Services, Inc. is a locally owned and operated professional lawn service. Our goal is to provide our customers and their lawns with the personalized attention they deserve. We offer maintenance, leaf removal, hardscapes and more.

URL	Meta Keywords
http://www.livelawnandprosper.com	landscaping, mowing, town home mowing, edging, trimming, spring landscaping, summer landscaping, junk removal, virginia, northern virginia, apartment mowing, townhome mowing, townhome landscaping, va, nova, northern va, landscaping in northern va, landscaping in northern virginia, landscaping in nova, mowing in northern va, mowing service,lawn mowing virginia, landscaping fairfax va landscaping fairfax, landscaping chantilly va, landscaping centreville va, lawn care centreville, lawn care chantilly va, lawn mowing chantilly va, lawn mowing service centreville va, landscaping centreville, lawn mowing service centreville, lawn maintenance centreville, lawn care centreville va, lawn care chantilly, franco american mowing, franco lawn care, lawn mowing northern va, best local lawn mowing centreville franco lawn mowing, franco lawn service franco mowing, star trek landscaping, star trek lawn care star trek lawn service, star trek mowing, viana centreville viena landscaping, viena lawn mowing, viena lawn service
http://www.spring-green.com	-
http://www.snslawn.com	S & S Lawn Service, Lawncare, lawn, care, leaf removal, grass, cutting, mowing, Chantilly, VA, watering, lawn tips, hardscapes, landscape, turf, tuft-talk, lawn maintenance

Head Tag Elements

Suggestions:

- Decrease length of title tag (as described in on-page optimization)
- Decrease length and reword description tag
- Reduce number of keywords in keyword tag and only use relevant keywords (do not copy a keyword list from a competitor)

URL	H1	H2	Heading text
http://www.livelawnandprosper.com	0	0	Not found

URL	H1	H2	Heading text
http://www.spring-green.com	7	14	h1 Spring-Green Lawn Care h1 Find Your Neighborhood Lawn Care Provider h1 Spring-Green Guarantee h1 The "Green" in Spring-Green h1 Your Local Lawn Care Show/Hide More
http://www.snslawn.com	1	0	h1 Welcome to S & S Lawn Services, Inc.

Use of Header Tags

Use header tags in content for page titles and subtitles as described above in the on-page optimization section.

http://www.livelawnandprosper.com **2 word phrases** There are 278 words on this page 53 of these words were filtered out as stop wordsSo there are 225 words that are being analyzed			http://www.spring-green.com **2 word phrases** There are 666 words on this page 113 of these words were filtered out as stop words.So there are 553 words that are being analyzed			http://www.snslawn.com **2 word phrases** There are 356 words on this page. 62 of these words were filtered out as stop words. So there are 294 words that are being analyzed		
2 Word Phrase	Count	Density	2 Word Phrase	Count	Density	2 Word Phrase	Count	Density
lawn prosper	5	1.7%	lawn care	17	5.78%	lawn services	4	1.36%
live lawn	5	1.7%	core aeration	6	2.04%	lawn care	3	1.02%
			spring-green lawn	6	2.04%	lawn service	3	1.02%
			care services	4	1.36%	s&s lawn	3	1.02%
			care professionals	3	1.02%			
			neighborhood lawn	3	1.02%			
			enter address	3	1.02%			
			care lawn	3	1.02%			

Keywords Used in Non-Linked Words - 2 word phrases

http://www.livelawnandprosper.com **3 word phrases** There are 278 words on this page 53 of these words were filtered out as stop words. So there are 225 words that are being analyzed			http://www.spring-green.com **3 word phrases** There are 666 words on this page 113 of these words were filtered out as stop words. So there are 553 words that are being analyzed			http://www.snslawn.com **3 word phrases** There are 356 words on this page 62 of these words were filtered out as stop words. So there are 294 words that are being analyzed		
3 Word Phrase	Count	Density	3 Word Phrase	Count	Density	3 Word Phrase	Count	Density
live lawn prosper	5	1.7%	spring-green lawn care	6	2.04%			
			lawn care services	4	1.36%			
			lawn care professionals	3	1.02%			
			neighborhood lawn care	3	1.02%			

Keywords Used in Non-Linked Words - 3 word phrases

The page's main keywords should be included in the text of the page where appropriate. Use a variety of keywords that reflect your service. Using more words per page will better allow you to include keywords naturally.

URL	External Links
http://www.livelawnandprosper.com Total of 4 external links	https://www.facebook.com/livelawnandprosper http://www.yelp.com/biz/live-lawn-and-prosper-centreville http://www.standoutarts.com http://www.standoutarts.com
http://www.spring-green.com Total of 1 external links	http://www.oneupweb.com
http://www.snslawn.com Total of 3 external links	https://www.facebook.com/pages/S-S-Lawn-Services-Inc/153637831360770 https://www.facebook.com/pages/S-S-Lawn-Services-Inc/153637831360770 http://coughlin.co

External Links on Webpage

Decrease the number of non-relevant external links by removing or including a no-follow tag.

Conclusion

The recommendations in his document should be fixed in the order they are listed, first by section and then by color with red being the most immediate fix.

Start with the on-page optimization metrics first and then ensure your website is being indexed by Google. Continue to increase the website's performance by monitoring your status within Google and building external links.

Most importantly, develop a regular content schedule to ensure the website is updated on a regular basis with fresh, valuable content. This can include articles, blog posts, videos, etc. This content is going to be a very valuable aspect of your search engine ranking success.