FRIENDS OF THE

CHIPPEWA RIVER STATE TRAIL

FCRST
SEO Audit

June - July 2019

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Executive Summary

In this report, I will be discussing several different pieces of search engine optimization applied to the Friends of the Chippewa River State Trail website. SEO (search engine optimization) is the practice of increasing the number of visitors to a specific website. The main goal of SEO is making sure the website is searchable and is showing up high on a list of results generated by search engines. There are several different components that go into making this possible. By analyzing different data components that the search engine bots look for, as well as social media, I can help provide solutions to create a more searchable website.

Before I could even start suggesting changes, I had to look at how your site is already doing. Using Google Analytics, I was able to see how much traffic your site is currently generating and where that traffic is coming from. This data gave me a good general idea of how searchable your site is. I saw that the number of users visiting your site was on the lower end, which means that the search engines needs are not being met. The users of your site are finding it mostly through search engines, and are mostly new users. In the data I also saw that the number of people leaving your site after only being on one page was pretty high at almost 70%. For a site like the FCRSTs, that number should be in the middle, around 50%.

After viewing the data of your site's current traffic, I then looked at what issues your site may have. By using online tools such as Moz, Raven Tools, and Google Analytics, I was able to see what SEO issues could be fixed. When looking at what the website can improve on, I looked at issues dealing with visibility, meta data, content, links, images, and semantics. All of these pieces go into making a site more searchable.

The data from each of these pieces showed me something that could be improved. The only issue found with visibility, were two broken pages. This can be caused by pages being removed or hidden without having a redirect in place. The biggest meta issue found was with missing meta descriptions on every page. Luckily, this issue is an easy fix by simply adding a description to each page. The issue concerning content came from lack there of. Pages with a low word count make it difficult for search engines to find and identify what the page and overall site is about. There were two link issues which were broken internal links, and external links missing descriptive text. The broken internal links decrease the sites reputation, and the external links need descriptive text in order for search engines to know what the links are for. Only one issue was identified in the images section, which was that all images are missing title text. Title text is important for images because it tells the users and search engines what the image is of. In the semantics section, the only issue that came up was that pages were found missing schema.org microdata. Schema.org microdata is important to add because it can help the searchability of your site.

Next, I took a look at the offsite analytics for the FCRST website. This included looking at search engine business listings for Google and Bing. The results of the data that was found showed inconsistencies. The business listing for Google came up as Chippewa River State Trail and only had the address and phone number on it, which was one of the FCRST board member's personal information. The Bing business listing only had the website and social media information on it. These inconsistencies harm SEO because it makes it difficult for search engines to know the correct information. I also compared the SEO metrics, site metrics, and social metrics for the FCRST website to two other Wisconsin trail websites. Although the comparison data found for this section does not

matter for SEO purposes, it can show you what other websites alike are doing. The FCRST website did not do so well compared to the other WI trail websites, but it did have one of the best page speeds.

Social media and videos are also a part of SEO. By having a strong social media presence, your brand identity gains strength from followers and users sharing your posts. With more people visiting your social media pages, you can help steer more traffic to your website. The more traffic on your website, the better your reputation, the better search engines will be able to recognize your website. I took a look at the current social media for FCRST and have made suggestions as to how those pages could gain more traffic. One suggestion was to keep posting on Instagram, even if there is nothing to update. It keeps the followers interested in your page. I also took a look at what video FCRST had out there. I could only find two videos on Facebook, but those were from 2017. Videos are important because they are able to be posted on a wide range of platforms and are entertaining to the audience, therefore increasing recognition.
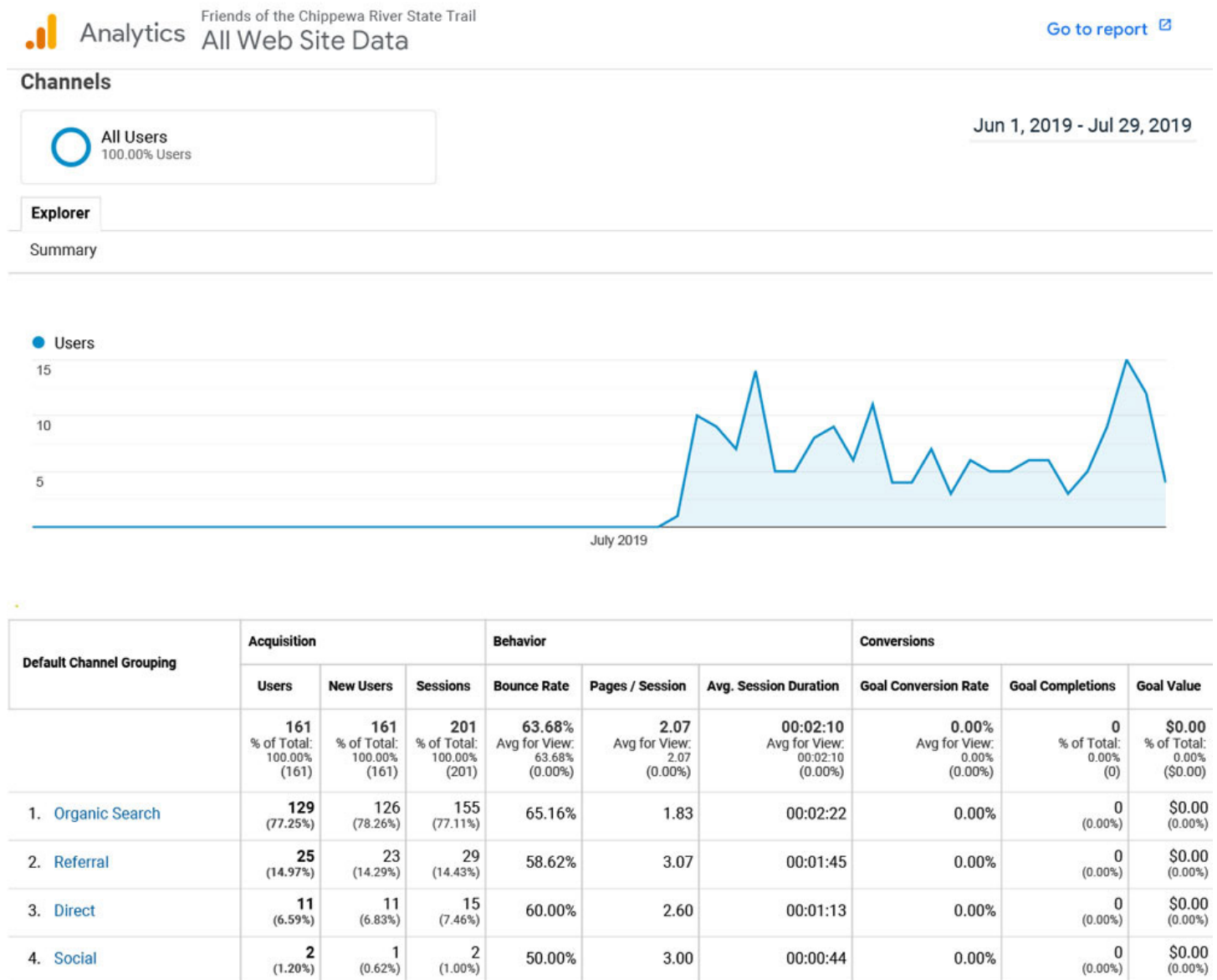
Continuing on in this report, the data of many different SEO components mentioned above will be explained in detail and applied to the FCRST website. Although every piece of data may not be the exact reasons for the current search engine ranking of the website, implementing the suggestions made could help with ranking.

Analytics

The data found using Google Analytics shows the number of users, how they got to your site, whether they were new or returning, and what your bounce rate is.
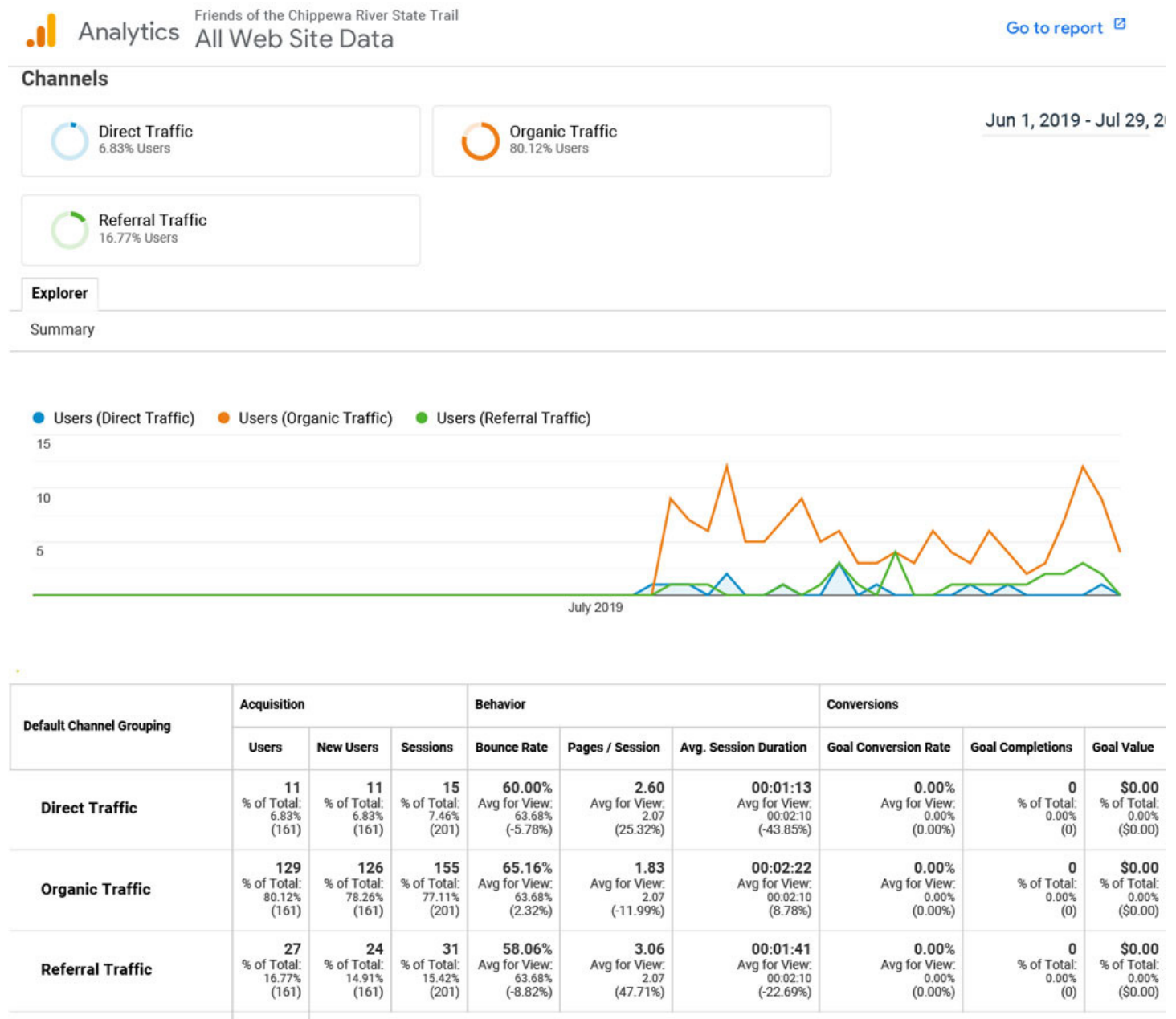
All Users

This is an overview of the level of traffic your site has generated. The graph below shows what a typical day may look like, while the table below shows the number of users for the months of June and July 2019.

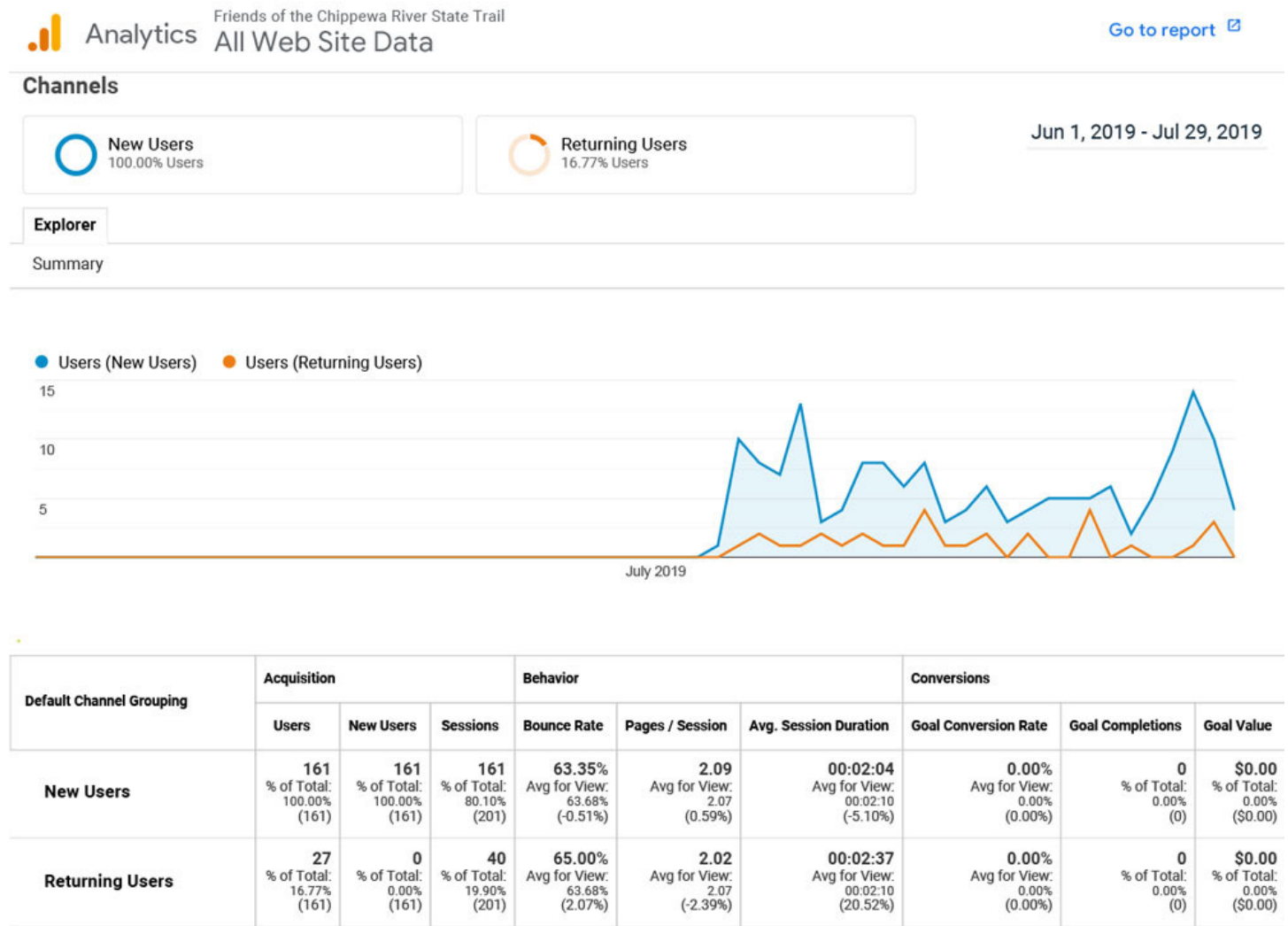| Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	161 % of Total: 100.00% (161)	161 % of Total: 100.00% (161)	201 % of Total: 100.00% (201)	63.68% Avg for View: 63.68% (0.00%)	2.07 Avg for View: 2.07 (0.00%)	00:02:10 Avg for View: 00:02:10 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Organic Search	129 (77.25%)	126 (78.26%)	155 (77.11%)	65.16%	1.83	00:02:22	0.00%	0 (0.00%)	$0.00 (0.00%)
2. Referral	25 (14.97%)	23 (14.29%)	29 (14.43%)	58.62%	3.07	00:01:45	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Direct	11 (6.59%)	11 (6.83%)	15 (7.46%)	60.00%	2.60	00:01:13	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Social	2 (1.20%)	1 (0.62%)	2 (1.00%)	50.00%	3.00	00:00:44	0.00%	0 (0.00%)	$0.00 (0.00%)

Type of Traffic

Below shows where your viewers were coming from during the months of June and July of 2019 . Direct traffic is 6.83% of total users, which means that 11 users have gone to your site by entering the URL in the brower, or have the website bookmarked. Referral traffic consists of 16.77% of users, which means that 27 people have gotten to your site through a link outside of Google's search engine. This traffic could be from other sources such as social media, email, etc. Organic traffic is 80.12% of total users, which means 129 users found your site using a search engine. This data shows that most of your visitors are going to your site through search engines.

.ıl Analytics — Friends of the Chippewa River State Trail / All Web Site Data — Go to report ↗

Channels

			Jun 1, 2019 - Jul 29, 2
○ Direct Traffic 6.83% Users		○ Organic Traffic 80.12% Users	
○ Referral Traffic 16.77% Users			

Explorer

Summary

● Users (Direct Traffic)   ● Users (Organic Traffic)   ● Users (Referral Traffic)

July 2019

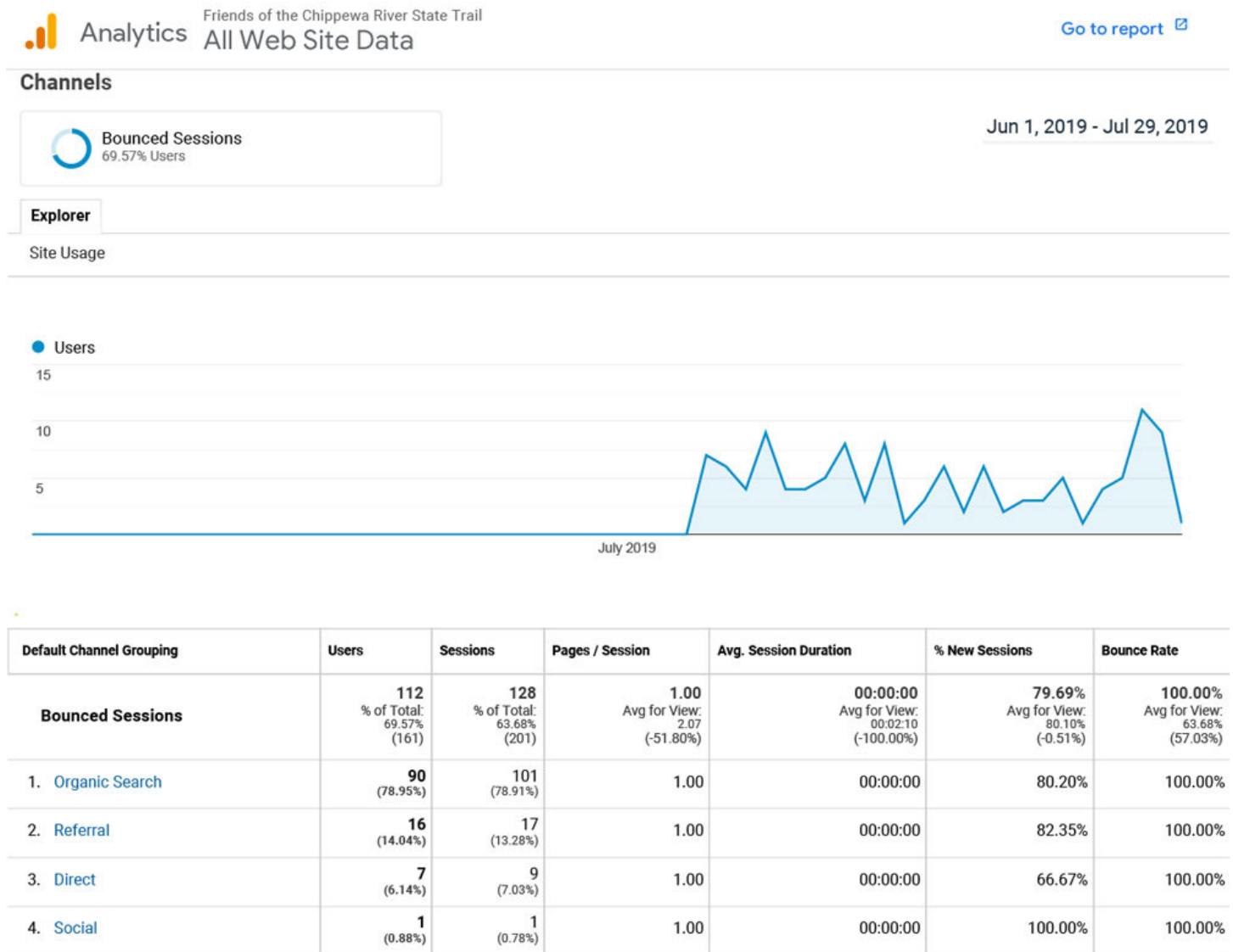| Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Direct Traffic	11 % of Total: 6.83% (161)	11 % of Total: 6.83% (161)	15 % of Total: 7.46% (201)	60.00% Avg for View: 63.68% (-5.78%)	2.60 Avg for View: 2.07 (25.32%)	00:01:13 Avg for View: 00:02:10 (-43.85%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
Organic Traffic	129 % of Total: 80.12% (161)	126 % of Total: 78.26% (161)	155 % of Total: 77.11% (201)	65.16% Avg for View: 63.68% (2.32%)	1.83 Avg for View: 2.07 (-11.99%)	00:02:22 Avg for View: 00:02:10 (8.78%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
Referral Traffic	27 % of Total: 16.77% (161)	24 % of Total: 14.91% (161)	31 % of Total: 15.42% (201)	58.06% Avg for View: 63.68% (-8.82%)	3.06 Avg for View: 2.07 (47.71%)	00:01:41 Avg for View: 00:02:10 (-22.69%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)

New V.S. Returning Users

The way that Google Analytics work, is that it considers returning users as new users if they reurn within a certain amount of time. This creates an overlap between new and returning users, thus showing new users as 100%. The data below shows that 16.77% of users returned within June and July 2019. This is to be expected, since the content currently on your site is more of a 'one stop shop' to get general information or purchase a pass.
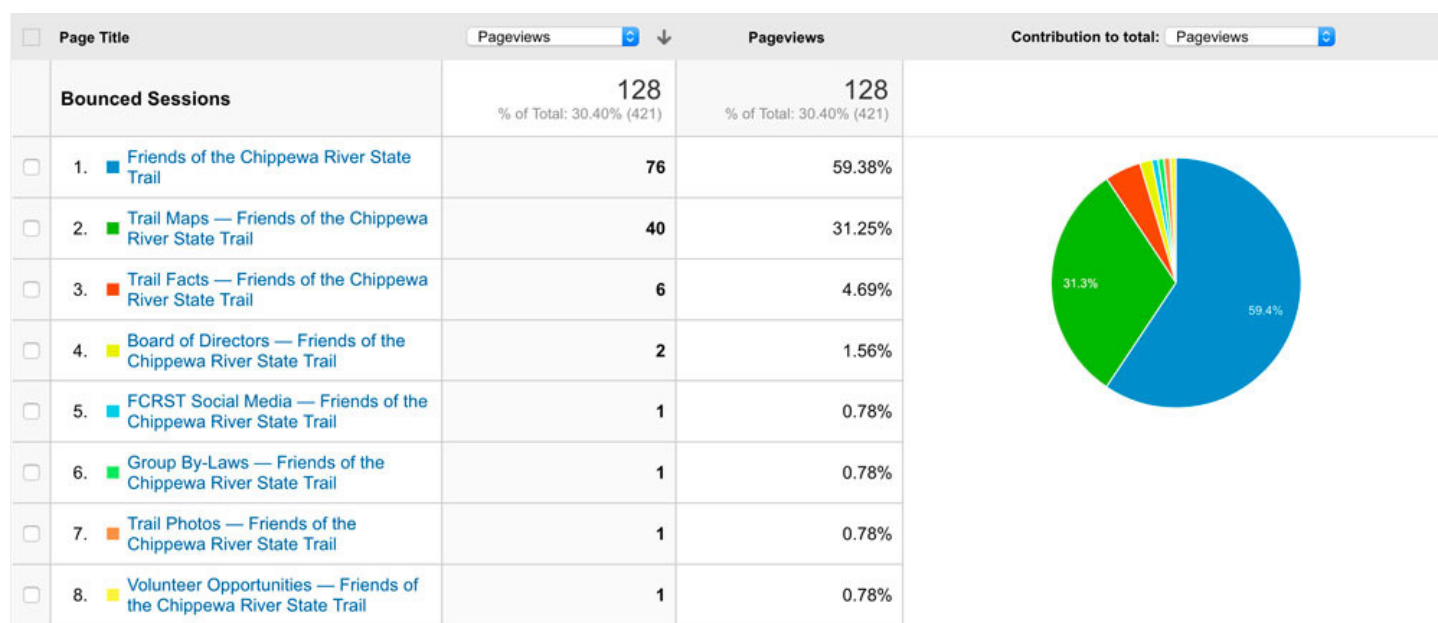

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
New Users	161 % of Total: 100.00% (161)	161 % of Total: 100.00% (161)	161 % of Total: 80.10% (201)	63.35% Avg for View: 63.68% (-0.51%)	2.09 Avg for View: 2.07 (0.59%)	00:02:04 Avg for View: 00:02:10 (-5.10%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
Returning Users	27 % of Total: 16.77% (161)	0 % of Total: 0.00% (161)	40 % of Total: 19.90% (201)	65.00% Avg for View: 63.68% (2.07%)	2.02 Avg for View: 2.07 (-2.39%)	00:02:37 Avg for View: 00:02:10 (20.52%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)

Bounce Rate

Bounce rate is the amount that users leave your site after only viewing one page. Your bounce rate is 69.57%, which is considered a higher bounce rate. A good bounce rate is generally in the range of 26% to 40%. For some sites, the bounce rate does not matter as much as long as the users are starting at the correct page and getting the information intended or making purchases. As you'll see on the next page, this is not the case for your site.

Default Channel Grouping	Users	Sessions	Pages / Session	Avg. Session Duration	% New Sessions	Bounce Rate
Bounced Sessions	112 % of Total: 69.57% (161)	128 % of Total: 63.68% (201)	1.00 Avg for View: 2.07 (-51.80%)	00:00:00 Avg for View: 00:02:10 (-100.00%)	79.69% Avg for View: 80.10% (-0.51%)	100.00% Avg for View: 63.68% (57.03%)
1. Organic Search	90 (78.95%)	101 (78.91%)	1.00	00:00:00	80.20%	100.00%
2. Referral	16 (14.04%)	17 (13.28%)	1.00	00:00:00	82.35%	100.00%
3. Direct	7 (6.14%)	9 (7.03%)	1.00	00:00:00	66.67%	100.00%
4. Social	1 (0.88%)	1 (0.78%)	1.00	00:00:00	100.00%	100.00%

Bounce Rate (specific pages)

Below shows a ranking of the bounce rate for each page. The homepage has the highest bounce rate, at 76 viewers. This is to be expected, since the hompage is the first page most new users go to. However, it means that users are not going anywhere else on your site past the first page which is not a great sign. By switching up the current homepage content, images, or navigation, you could try to keep users on your website and get them to explore more pages. If the highest bounce rate was on the join page, that would be a different story. It would mean that users are going directly to the trail pass page, and are either purchasing a trail pass or at least looking at the information. To get more viewers to go directly to the join page, that link would need to be displayed more on social media and other sites. The join page is not listed in the bounce rate data because the page does not have Google Analytics on it. It would be good to see what the bounce rate of that page is.

Page Title	Pageviews	Pageviews	Contribution to total: Pageviews
Bounced Sessions	**128** % of Total: 30.40% (421)	**128** % of Total: 30.40% (421)	
1. ■ Friends of the Chippewa River State Trail	76	59.38%	
2. ■ Trail Maps — Friends of the Chippewa River State Trail	40	31.25%	
3. ■ Trail Facts — Friends of the Chippewa River State Trail	6	4.69%	
4. ■ Board of Directors — Friends of the Chippewa River State Trail	2	1.56%	
5. ■ FCRST Social Media — Friends of the Chippewa River State Trail	1	0.78%	
6. ■ Group By-Laws — Friends of the Chippewa River State Trail	1	0.78%	
7. ■ Trail Photos — Friends of the Chippewa River State Trail	1	0.78%	
8. ■ Volunteer Opportunities — Friends of the Chippewa River State Trail	1	0.78%	

Onsite SEO

Visibility Issues

Page Errors

Page errors show a problem with the website's hosting provider delivering a page to a search engine robot. These broken 404 pages matter because it lowers the authority of the site. The authority of the site can have an impact on the overall SEO because it shows the level of trust given by the audience, other websites and by search engines.

Data

The data for fcrstwi.com shows that there are two broken pages on the site.

- https://www.fcrstwi.com/take-action-bedford
- https://www.fcrstwi.com/what-we-do-bedford

Recommendations

In order to take care of these page errors, both of the pages need redirects on them. A redirect is when a browser automatically takes the user to a previously determined page if someone ever tries to access the nonexistent URL. There are two types of redirects, and it is important that the right one is chosen. A 301 redirect is for when the old URL will never be used again. It is the most commonly used redirect, since it is better for SEO. A 302 redirect is a temporary redirect that can be removed at any time. It all depends on if the broken URL will ever be needed in the future. Since the FCRST website is being hosted on Squarespace, it is assumed that these broken pages have been deleted. It is recommended that the URLs specified above get a 301 redirect put on them to the page with the most relevant content to what was on the broken pages. Redirecting to the home page or the contact page is usually recommended.

Pages Blocked by robot.txt

A robots.txt file permits or restricts access to your website by search engine robots that crawl the web. Pages that are blocked by the robots.txt file become an issue for SEO when other pages point to the blocked page. The blocked page can still be indexed if the page mentioning it does so with descriptive text.

Data

There are zero pages being blocked by the robot.txt file.

Recommendations

No issues for this section, so continue current practices.

Redirects

A redirect is when a browser automatically takes the user to a previously determined page if someone ever tries to access the nonexistent URL. Redirects matter because if they are set up using anything other than 301, they could impact the SEO.

Data

There are zero pages being redirected.

Recommendations

No issues for this section, so continue current practices.

Malware

Malware is software that had been designed to harm the computer, website or user. If malware is detected on a website, it should be addressed immediately because it causes a harmful impact on things greater than SEO, such as the users to the computers it appears on.

Data

There is no malware on the site.

Recommendations

No issues for this section, so continue current practices.

Meta Issues

Missing Google Analytics

Google Analytics track the website usage and the behavior of the site user. Without Google Analytics, Google is unable to track and record viable information on the performance of the site. The information that it provides can help determine issues that affect the search-ability and overall SEO of the website.

Data

There is one page without the Google Analytics tracking code.

- https://www.fcrstwi.com/take-action

Recommendations

Simply by putting the Google Analytics tracking code in the page stated above, this error can be fixed and the page will be able to be tracked.

Missing Meta Descriptions

A meta description is a short summary of what is on a page. Meta descriptions are crucial to the SEO of any site because they can help not only the search engines identify the content of that page, but the users as well.

Data
There are 14 pages without meta descriptions on the FCRST website.

- www.fcrstwi.com/board-of-directors
- www.fcrstwi.com/trail-events
- www.fcrstwi.com/fcrst-meetings
- www.fcrstwi.com/newsletter
- www.fcrstwi.com/social-media
- www.fcrstwi.com
- www.fcrstwi.com/
- www.fcrstwi.com/group-bylaws
- www.fcrstwi.com/facts
- www.fcrstwi.com/trail-links
- www.fcrstwi.com/trail-maps
- www.fcrstwi.com/trail-updates
- www.fcrstwi.com/photos
- www.fcrstwi.com/volunteer-opportunities

Recommendations
It is recommended that each of the pages listed above acquires a meta description.
Example of a meta description for the photos page: View images of the Chippewa River State Trail located in Eau Claire and Chippewa Falls Wisconsin.

Visual Example:

Chippewa River State Trail Gallery | FCRST - Wisconsin
https://www.fcrstwi.com/photos
View images of the Chippewa River State Trail located in Eau Claire and Chippewa Falls Wisconsin.

Length of Page Titles

Page titles show up on a list of search results generated by search engines, as well as the page tabs in browsers. These titles name the content on the page and help users and search engines identify what the page is about. Long page titles can have a negative affect on SEO and risk the chance of being cut off on a list of search results. To avoid these issues, page titles should be no longer than 70 characters.

Data

All page titles are within the required length.

Recommendations

No issues for this section, so continue current practices.

Duplicate Meta Descriptions

Meta descriptions help the search engines and users identify what content is on each page. Duplicate meta descriptions make it so search engines are unable to identify the difference between pages. By keeping the meta descriptions unique to each of the page's content, search engines will have an easier time listing the webpage under the appropriate searches.

Data

There are zero pages with duplicate meta descriptions.

Recommendations

No issues for this section, so continue current practices.

Length of Meta Descriptions

Meta descriptions give a short summary of the content on each page of a website. It is best for search engines to keep these descriptions between 50 and 160 characters long. Too short of a meta description miss the chance to give as much information as possible about the page. Too long of a meta description creates difficulty for the search engines. A long description can force a search engine to cut off the description text on a list of search results, creating an unfinished description.

Data

There are zero pages with duplicate meta descriptions.

Recommendations

No issues for this section, so continue current practices.

Missing Page Titles

Page titles give the search engines quick and digestible information about the page. Not having a page title can make it difficult for search engines to find and display the page.

Data

All pages have page titles.

Recommendations

No issues for this section, so continue current practices.

Duplicate Page Titles

Page titles help search engines identify what the webpage is about. If there are duplicate page titles, the search engines will have difficulty telling pages apart, similar to duplicate meta descriptions.

Data

There are zero pages with duplicate page titles.

Recommendations

No issues for this section, so continue current practices.

Content Issues

Pages with Low Word Count

Pages with minimal content may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. It is recommended that each page has content of more than 250 words.

Data

There are 12 pages on the FCRST website with low word count.

- www.fcrstwi.com/board-of-directors - 138 words
- www.fcrstwi.com/contact - 127 words
- www.fcrstwi.com/trail-events - 207 words
- www.fcrstwi.com/fcrst-meetings - 199 words
- www.fcrstwi.com/newsletter - 159 words
- www.fcrstwi.com/social-media - 134 words
- www.fcrstwi.com/group-bylaws - 108 words
- www.fcrstwi.com/take-action - 240 words
- www.fcrstwi.com/trail-links - 154 words
- www.fcrstwi.com/trail-maps - 137 words
- www.fcrstwi.com/photos - 97 words
- www.fcrstwi.com/volunteer-opportunities - 130 words

Recommendations

Pages with low word count is a simple fix. By having a descriptive and unique paragraph or two at the beginning of each page, the word count would become satisfactory to search engines. Having an introduction to the page would also give the user more context of the page and of the FCRST. There are other ways to increase word count too. The table below describes in detail how each page could solve its word count issue.

Page URL	Page Title	Recommended Fix
www.fcrstwi.com/board-of-directors	Board of Directors	Consider adding a bio and/or testimonial to each of the board members.
www.fcrstwi.com/contact	Contact	Add more text to the introduction paragraph such as what people may be curious about.
www.fcrstwi.com/trail-events	Past Events	Although screen grabs of past event posts may seems like an easy way to show users events, it is not helpful when it comes to descriptive word count. Try writing the details and description of each event on the actual page. This can also help users and search engines discover who the FCRST is, especially if keywords are used.
www.fcrstwi.com/fcrst-meetings	FCRST Meetings	If notes are taken during these meetings, consider putting what was discussed below each meeting. That way, users can get a better idea of what the meetings are and maybe even get a question answered.
www.fcrstwi.com/newsletter	Newsletter	Add more text to the introduction paragraph such as specifics of what comes in the newsletter.
www.fcrstwi.com/social-media	Join us on Social Media	This page is not needed, since the social media links are already in the footer. The sentence above the links on the page could be moved to the footer if desired.
www.fcrstwi.com/group-bylaws	Group Info	There are two recommended options for this page. 1. Instead of having a link in the navigation to a page with a link to a document on it, cut out the middle man and have the link in the navigation go directly to the document. 2. The content in document linked on this page could be put directly on the page. If the document is meant to be printed off, there could also be a button on the page that downloads the document.
www.fcrstwi.com/take-action	FCRST Membership	More context of what a membership is needs to be added to the page. Put a clear and descriptive introduction of what a membership is and when it is required the top of the page. Also, consider putting in a form for people to fill out. This would make it easier for people wanting a pass to obtain one.

Page URL	Page Title	Recommended Fix
www.fcrstwi.com/trail-links	Trail Links	There are two recommended options for this page. 1. Have an introductory paragraph at the top of the page describing how the links may be helpful to the user. 2. Split the links into related groups, and have an introductory paragraph for each group describing what they are.
www.fcrstwi.com/trail-maps	Trail Maps	Add text under each map and link describing what they are, where the trails start/end, any information that could help the user or search engines understand the images and links.
www.fcrstwi.com/photos	Trail Photos	Consider adding text under each image. This could be describing where the location in the photo is and how to get there or what event it is. It would also be helpful to add a descriptive introduction paragraph at the beginning of the page.
www.fcrstwi.com/volunteer-opportunities	Volunteer Opportunities	Even if no volunteer opportunities are available, it would be helpful for potential volunteers to know what being a volunteer entails. By giving examples of what a volunteer may do, projects they may get to be a part of, or benefits to volunteering, may help get more people interested as well as increase the word count.

Duplicate Content

Duplicate content is a chunk of content on a page that is identical to another page on your site, or any other site on the internet. Search engines want unique and distinct information on each page, and can downgrade a site with duplicate content.

Data

There are zero pages with duplicate content.

Recommendations

No issues for this section, so continue current practices.

Link Issues

Broken Internal Links

Broken internal links are pages on the site that do not work and go to a 404 error page. Too many broken links

force search engines and users to deem the website as low quality and therefore ignore pages.

Data
There are technically 4 broken internal links. For some reason, it is counting https://www.fcrstwi.com and https://www.fcrstwi.com/ as two different sources, so it is counting both links below twice.

- www.fcrstwi.com/take-action-bedford
- www.fcrstwi.com/what-we-do-bedford

Recommendations
Since these broken links are the same links listed previously in the page error section, the recommendation is the same. Redirect both URLs using a 301 redirect to a page with similar content, or the home page.

External Links Missing Anchor or ALT Text

A link with no anchor text or ALT text is invisible to the user. Anchor text is text that displays the link, such as the URL or words like "click here" or words describing the link. ALT text is the text attached to the link that describes what the link is. Without either of these texts, not only does the user not know they exist, but the search engine has no context of what they are.

Data
The data shows that there are 38 total external links missing anchor or ALT text. Technically, there are only two.

- www.facebook.com/FriendsCRST/
- www.instagram.com/friends_chippewastatetrail/

Both of the links above are coming from the footer, and there are 18 pages on the site. Therefore, the problematic links appear on every page of the site and are each being counted 18 times, totaling 36 errors. The other two errors are coming from an issue previously stated in the broken internal links section. The site is being identified as https://www.fcrstwi.com and https://www.fcrstwi.com/ which is an issue that may need further examination by the creator in order to find the explanation. Since the URLs are being identified separately, it is counting those twice, adding up to 38 external links without anchor or alt text.

Recommendations
The solution to this issue is very simple, despite the large total of links missing text in the reported data. It is recommended that the Facebook and Instagram links in the footer get alt text put on the link, as well as the image they are attached to.

Internal Links Missing Anchor or ALT Text

Links that are missing anchor or ALT text are invisible to the user and therefore show no purpose for being on the site. They are also an issue when it comes to SEO since search engines are not given the proper context regarding the links.

Data

All internal links have either anchor text or ALT text.

Recommendations

No issues for this section, so continue current practices.

Internal Links using rel="nofollow"

Links using rel="nofollow" tell search engines that the link cannot be trusted. Using this attribute harms the SEO of a site because telling search engines to not trust link(s) on the site makes them not trust the site. In a search engine like Google, links using rel="nofollow" does not pass PageRank or anchor text which negatively affects the site's Google search engine appearance.

Data

There are zero internal links using rel="nofollow".

Recommendations

No issues for this section, so continue current practices.

Broken External Links

A broken external link is when a link on a site that points to another site cannot be found. Too many broken links force search engines and users to deem the website as low quality and therefore ignore pages.

Data

There are zero broken external links.

Recommendations

No issues for this section, so continue current practices.

External Links using rel="nofollow"

Links using rel="nofollow" tell search engines that the link cannot be trusted. Using this attribute harms the SEO of a site because telling search engines to not trust link(s) on the site makes them not trust the site. In a search engine like Google, links using rel="nofollow" does not pass PageRank or anchor text which negatively affects the site's Google search engine appearance.

Data

There are zero external links using rel="nofollow".

Recommendations

No issues for this section, so continue current practices.

Image Issues

Images Missing Title Text

Title text is a short description or name that is given to something on a website. Title text on images is important for those who cannot see the image, such as the visually impaired and search engines. Without title text, search engines are unable to understand the subject of an image and what it means in relation to the website.

Data

There are 31 images without title text. Every image on the site is missing title text, but some images are being counted more than once. This is either because they appear on multiple pages or because of the issue previously mentioned with the data showing both www.fcrstwi.com and www.fcrstwi.com/ as different links.

Recommendations

By adding title text to each image on the site, this issue can be eliminated.
Example of title text for image below: *Chippewa River State Trail Entrance*

Images Missing ALT Text

ALT text is a short description that is given to an image on a website and appears when an image is unable or taking too long to display. ALT text on images is important for all images as well as search engines. Without ALT text, search engines are unable to understand the subject of an image and what it means in relation to the website.

Data

All images on fcrstwi.com have ALT text.

Recommendations

No issues for this section, so continue current practices.

Broken Images

A broken image is when there is an error with the image and the browser cannot find it, resulting in the webpage displaying no image, or displaying ALT text if the image has it. This happens when an image has been deleted, moved or corrupted. If the search engine bots find a site with too many broken images, it will deem it as low quality and therefore have a poor search result performance.

Data

There are zero broken image on fcrstwi.com.

Recommendations

No issues for this section, so continue current practices.

Semantic Issues

Pages Using Schema.org Microdata

Schema.org microdata is a special way of formatting content and can help search engines get a better idea of the page content. Google will sometime use the structured data on your pages to display enhanced search results called rich snippets. Rich snippets not only make the search results for your page look better, they can also increase the number of people who click to visit your site.

Data

There are 16 pages without Schema.org microdata.

- www.fcrstwi.com/board-of-directors
- www.fcrstwi.com/contact
- www.fcrstwi.com/trail-events
- www.fcrstwi.com/fcrst-meetings
- www.fcrstwi.com/newsletter
- www.fcrstwi.com/social-media
- www.fcrstwi.com
- www.fcrstwi.com/
- www.fcrstwi.com/group-bylaws
- www.fcrstwi.com/take-action
- www.fcrstwi.com/facts
- www.fcrstwi.com/trail-links
- www.fcrstwi.com/trail-maps
- www.fcrstwi.com/trail-updates
- www.fcrstwi.com/photos
- www.fcrstwi.com/volunteer-opportunities

Recommendations

It is recommended to add Schema.org microdata to each page on the fcrstwi.com website.

Pages Without Headers

Headers are important information on each page that create hierarchy to the viewer. They also show importance to search engines and help them determine what kind of information is on the webpage.

Data

All pages on fcrstwi.com have headers.

Recommendations

No issues for this section, so continue current practices.

Off the Page SEO

In this offsite analysis of the Friends of the Chippewa River State Trail, two things will be looked at. The first being the business listings for Google and Bing search engines, as well as the information listed. The second thing looked at will be how FCRST key performance indicators (KPI) compares to the competitors.

Executive Summary

The offsite analysis for FCRST will be a little different than most other sites. Considering there is not a main address, and that the Chippewa River State Trail covers a wide range of land so therefore is not a specific destination. There was also no results found when attempting to use the offsite analysis tools.

Friends of the Chippewa River State Trail is not listed with Google My Business, however Chippewa River State Trail is. The address for this listing is one of the FCRST board member's personal address along with personal home phone number. It is not yet claimed. Bing in fact does have a listing for Friends of the Chippewa River State Trail. The only information listed is the website along with both FCRST Facebook and Instagram accounts. There is drastically different information listed on Google and Bing. It looks like each search engine only has one half of the full information needed.

The competitors found for FCRST were the Friends of the Red Cedar Trail and Hoffman Hills website, as well as the Friends of Lake Wissota State Park website. Comparing similar websites can help dig up information on what the FCRST website can improve on. Compared to the competitors, the FCRST website had the highest page speed of 84, which tied with the FRCTHH website page speed.

Search Engine Business Listings

The goal is to make sure all of the information for FCRST business listings are correct, consistent, and complete across all search engines. It is important that the map functions on both search engines are consistent with the same, and correct address so as to not cause confusion to the user. It is also important that the name, phone, and website are all correct so users are able to find all of the information with ease.

Data Findings

The FCRST name appears only on Bing, while the Chippewa River State Trail appears on Google with FCRST address and phone listed.

Google My Business

Chippewa River State Trail appears to not yet been claimed, since it still says "Own this business?"
It is suggested that this business is claimed, or a new business is created with the Friends of the Chippewa River State Trail as the business title. Google tries to protect the validity of the business information, so there is a process to claim a business but it is not an impossible one.

Google Results

Bing Results

Bing Places for Business

Friends of the Chippewa River State Trail does have a listing on Bing. However, all that is listed is social media and the website. It is important to have all of the correct information possible of the Bing listing.

It is suggested that the correct address of the business or trail on the listing, as well as the phone number. This can easily be done if the correct information gets put on Google My Business, then that information can be imported into Bing. By doing this, you would have ensured the correct information is consistent across platforms.

Recommendations

It is recommended that FCRST go through the process of claiming the Chippewa River State Trail Google My Business listing. After the listing is claimed, make sure all the information is correct and filled in. Then you can import the Google My Business listing to Bing Places for Business so they will have consistent information.

Name, Address, and Phone Number Analysis

NAP Analysis

NAP analysis looks at business listing across platforms to see the level of consistency judging by the name, address, and phone number. NAP matters because search engines look and compare different business

information to find credibly and level of reputation. If the reputation of a business is low, search engines may not favor it as much when generating a list of search results. It is also important because with inconsistent information, comes inconsistent search results, and the search engines don't have a strong hold on when to show the business listing.

Data
There was no data found, since there is no address listed in Bing, and incorrect title listed in Google.

Recommendations
There was not enough data to form recommendations.

Competitor Based Site-Performance Analysis

It can be useful when doing an offsite analysis to look at competitor sites. In this case, the competitor sites are other Wisconsin trail sites, such as www.redcedarhoffman.org and www.flwsp.org.

The categories looked at for comparison were for July 2019 and included SEO metrics, site metrics, and social metrics. Below is the data found and the corresponding definitions after.

There are no recommendations for this section, since it is simply to show how your site compares to similar sites.

SEO Metrics

		WWW.FCRSTWI.COM	REDCEDARHOFFMAN.ORG	WWW.FLWSP.ORG
External Backlinks by Majestic		48 backlinks	✓ 274 backlinks	12 backlinks
External Backlinks by Moz		23 backlinks	✓ 243 backlinks	15 backlinks
Citation Flow by Majestic		1 out of 100	✓ 16 out of 100	15 out of 100
Trust Flow by Majestic		6 out of 100	9 out of 100	✓ 17 out of 100
Domain Authority by Moz		12 out of 100	✓ 20 out of 100	13 out of 100

SITE METRICS

		WWW.FCRSTWI.COM	REDCEDARHOFFMAN.ORG ▾	✕	WWW.FLWSP.ORG ▾	✕
Load Time by Site Auditor	ⓘ	0.28 seconds	0.79 seconds		0.14 seconds	
Page Speed by Google	ⓘ	✓ **84** overall score	84 overall score		81 overall score	
Preparedness by Site Auditor	ⓘ	✓ www Redirect Detected ✓ robots.txt Detected ✕ No Google Analytics Integration Detected ✕ Not Fully Crawlable: 32 disallow rules ✓ No Malware Detected	✓ www Redirect Detected ✓ robots.txt Detected ✕ No Google Analytics Integration Detected ✕ Not Fully Crawlable: 1 disallow rule ✓ No Malware Detected		✓ www Redirect Detected ✓ robots.txt Detected ✕ No Google Analytics Integration Detected ✓ Crawlable ✓ No Malware Detected	
Domain Registration by Site Auditor	ⓘ	102 days until expiration	365 days until expiration		527 days until expiration	

SOCIAL METRICS

		WWW.FCRSTWI.COM	REDCEDARHOFFMAN.ORG ▾	✕	WWW.FLWSP.ORG ▾	✕
Social Integration by Site Auditor	ⓘ	✓ Facebook ✕ Twitter ✕ LinkedIn ✕ Pinterest	✓ Facebook ✕ Twitter ✕ LinkedIn ✕ Pinterest		✕ Facebook ✕ Twitter ✕ LinkedIn ✕ Pinterest	
Twitter Likes on Twitter	ⓘ	✓ -	-		-	
Facebook Shares on Facebook	ⓘ	✓ 0 shares	0 shares		0 shares	
Facebook Comments on Facebook	ⓘ	✓ 0 comments	0 comments		0 comments	
Pinterest Shares on Pinterest	ⓘ	✓ 0 shares	0 shares		0 shares	
LinkedIn Shares on LinkedIn	ⓘ	✓ 0 shares	0 shares		0 shares	
StumbleUpon Views on StumbleUpon	ⓘ	✓ 0 views	0 views		0 views	

SEO Metrics

External Backlinks (by Majestic)
Scope: Domain
An external backlink is defined as a link on another website pointing to your own. The more links you have pointing to your site, the more authority with search engines the website is thought to have. These links are discovered by Majestic's web crawler.

External Backlinks (by Moz)
Scope: Domain
An external link is a link that points at an external domain. Top SEOs believe that external links are the most important source of ranking power. External links pass Link Juice (ranking power) differently than internal links because the search engines consider them as third-party votes.

Citation Flow
Scope: Domain
Citation Flow is a Majestic Flow Metric, which is weighted by the number citations to a given URL, or Domain. Majestic defines Flow Metrics as "scores assigned to websites and URLs by algorithms run on Majestic servers during the build of an index. Flow Metrics are expressed as numbers between 0 and 100, the higher the number, the stronger the signal."

Trust Flow
Scope: Domain
Trust Flow is a Majestic Flow Metric, which is weighted by the number citations to a given URL, or Domain. Majestic defines Flow Metrics as "scores assigned to websites and URLs by algorithms run on Majestic servers during the build of an index. Flow Metrics are expressed as numbers between 0 and 100, the higher the number, the stronger the signal."

Domain Authority
Scope: Domain
Domain Authority represents Moz's best prediction about how a website will perform in search engine rankings. Use Domain Authority when comparing one site to another or tracking the "strength" of your website over time. Calculated by combining all other Moz link metrics (linking root domains, number of total links, etc.) into a single score. Domain Authority runs on a scale of 1 to 100.

Site Metrics

Load Time
Scope: URL
The quicker a page loads, the better opportunity you have to keep a user on that page, and make a conversion. If the page takes too long to load, the user may "bounce" from the page, and the visit is lost.

Page Speed

Scope: URL

Page Speed Score is a metric devised by Google, based on best practices that affect web page performance. Each practice is graded for the page, which contribute to your overall "score." The higher your score, the better your web page performs.

Preparedness

Scope: URL

Search engines evaluate websites based on many factors. It is important that your website exists at just one primary domain (www or non-www redirects to the other) and that you are not blocking popular search engines with a robots.txt file. Websites should be free of malware and be running the latest versions of their content management system with important security updates. It is also important that an analytics package, such as Google Analytics, is installed to track website traffic and goal conversions.

Domain Registration

Scope: URL

Domains with expirations that are further in the future are seen as more likely to have credible information for search engines. The older a domain is, the more authority it has with search engines.

Social Metrics

Social Integration

Scope: URL

Social networks are a great way to spread the message and direct traffic to your website. Reserving your brand within popular social networks and using those services to direct traffic to your website is a great way to drive organic visits and conversions. Raven inspects the home page of the website and its competitors to find popular social plugins, such as Twitter, Facebook and Google Plus.

Twitter Likes

Scope: URL

Likes indicates the number of times that tweets have been liked on Twitter. Higher like activity indicates more engagement on Twitter.

Facebook Shares

Scope: URL

Shares indicates the number of times that a particular page (in this case, the home page of the site) has been shared as a link on Facebook. Higher share activity indicates more engagement on Facebook.

Facebook Comments

Scope: URL

Indicates the number of times that one or more Facebook users have commented on a shared link (in this case,

the home page of the site). Higher comments indicate more engagement on Facebook.

Pinterest Shares
Scope: URL
Shares indicates the number of times that pins have referenced the URL within its contents. Higher count activity indicates more engagement on Pinterest.

LinkedIn Shares
Scope: URL
Shares indicates the number of times that posts have referenced the URL within its contents. Higher count activity indicates more engagement on LinkedIn.

StumbleUpon Views
Scope: URL
Likes indicates the number of times that tweets have been liked on StumbleUpon. Higher like activity indicates more engagement on StumbleUpon.

Social & Video

Social

Business Goal on Social Media

The goal of FCRST on social media is to attract more people to the trail, and to show the events for the trail.

Appropriate Media Platforms

Facebook and Instagram are probably the most important social media platforms for FCRST because they use visuals. Visuals would be the most effective way to get people to join, because they are not selling a product, they are selling an experience. Another visual platform that is not currently being used but would be beneficial is Youtube.

Current Social Media Platforms

- www.facebook.com/pg/FriendsCRST
- www.instagram.com/friends_chippewastatetrail

Current Content Strategy for Social Media

Their current social media strategy is posting information about the trails, as well as trail meetings and events that the FCRST are involved in. There is also one post on Instagram of FCRST t-shits for sale. However, no link or general information on how to purchase the merchandise was on the post or anywhere on social media or the website.

Current Reputation Management Strategy

The FCRST social media platforms do not appear big or interactive enough to attract positive comments, let alone negative comments. The average number of likes that an Instagram post gets is 8, and almost every post has zero comments. With 137 Instagram followers, it shows that their followers are not sharing their opinions about FCRST. Facebook brings in a little more user interaction and attention, with their page having 637 followers and 624 likes. The comments on their social media posts are mostly thanking them for the information. People are also asking questions about the trails/posts or in a few rare cases, tagging other people about the event.

Recommendations

Posting more on Instagram could help bring more attention to the account. By posting attractive pictures of the trails, community members using the trails, and the trail board members at different events, would help remind people that the trail exists. It would also broaden the audience of the FCRST and potentially bring in more people. Since the FCRST website is the only place where people can purchase trail passes, it is important to have a link to the trail pass page of the website in the caption. This would bring more users to the website and make it easier for them to purchase a pass.

One big necessity for success on social media is creating an interactive environment which invites users to like, comment, and tag others on the posts. One way of doing this would be posting a photo of the trail and posing a

question as the caption. The question could be asking ideas or positive opinions about the trails. It is important to word the question in a way that generates positive answers. This helps prevent people from commenting negative things on the post. Negative comments give the organization a poor reputation and the hope is to direct users to leave positive comments that show passion and faith in the organization. An example of a good question post would be a beautiful picture of the trail at sunrise with the caption "Today is a wonderful day to take the family out on the Chippewa River State Trail! Come bike, walk, or in-line skate along the trail and enjoy this beautiful weather. What is your best outdoor family memory?" This invites people to think and comment about their experiences and feel nostalgic about their own childhood. This then may get them thinking about going to the trails to recreate the fun memories they had as children. Have a link at the end of the caption to the trail pass page of the website so if people want to get one, it is easily accessible.

Another way to create an interactive environment would be to post about a goal. It can be as simple as getting more people outside and enjoying the trail activities, or a bigger goal like raising money to help improve the environment around the trail. Posting a call to action grabs peoples attentions which generates comments, likes, and followers. By having a link to the website in the caption can also generate more users to visit the site and learn more about the trail.

Video

Appropriate Video Type/Functions
A transactional video would be appropriate, because the goal is to entice more people to go to the website and purchase trail passes.

Level of Video Production
Videos of the trail spots and of the community enjoying the trails could easily be made using an inexpensive camera. Cutting these shots together and inserting exciting and inspiration unlicensed music, along with a call to action text screen at the end would be the appropriate level of production for the purpose. Drone shots of the trails would also be appropriate, and give the video a high production value but would not be crucial to the point of the video.

Focus on Search/Social
Search and social should both be focused on, but at this time social should be focused on more, along with following the SEO tips in this report to achieve better search results. The social media should be managed to more focus on directing users to where they need to go, as well as spreading the word about FCRST. The frequency of posts should increase, especially on Instagram. With more posts, and more links to the website in the posts, hopefully more people will know about the FCRST website.

Key Performance Indicators
The KPIs that should be tracked are passes downloaded and number of passes purchased, as well as site traffic. Since the website is the place with the most information and the only place to purchase a trail pass, it is important to monitor. Right now, the way users purchase passes is downloading and printing a pass from their

website. That pass then needs to be mailed in along with payment. It would be valuable to compare the number of people that visit the trail pass page, to the number of people that download the pass, to the number of people who actually mail it in. If the amount of people visiting the trail pass page is significantly greater than the number of people actually mailing in the pass, then it might be time to change things up. Having a form on that page where users can fill out all of the information currently on the pass, as well have a secure checkout would greatly streamline the process and possibly increase the sales.

Recommendations

The first step would be to create a Youtube account. This would be a wonderful platform to store all video content created. Youtube videos are also extremely easy to embed in websites, which would add content and another element to the site.

The next step would be to create the first video. Videos that show people using the trail during all seasons, in all different ways (walking with friends/family, biking, skiing, etc.) would display the different activities that people of all interests could use it for. Having testimonial videos could also be great for business. Showing people who are passionate about the trails would communicate the benefits of being apart of the trail community. Shots of the beautiful scenery and features of the trail would be good footage on its own, or intercut with other types of videos. Videos could easily be made using an inexpensive camera, or drone shots would be wonderful if available.

Involving the community in creating the videos would be beneficial to not only the quality of the video itself, but would be a great social media opportunity. A one day event could be created which invited people to walk, bike, run, or skate along the trail for free in exchange for permission to be filmed enjoying the trail. Local food and ice cream trucks could be involved as well, and be set up at the end of the trail for people to enjoy afterward. A social media and newsletter campaign could be created to get people involved in the event. This would attract people to the FCRST social media platforms and the FCRST would get a content rich video to attract even more people.

Summary & Recommendations

When considering the SEO for a website, a lot of the items go hand in hand, but they all contribute to a greater goal. That goal being to have a high search engine ranking. It can seem pretty overwhelming, but most of these pieces require very simple fixes.

After looking through the analytics, it was discovered that the number of visitors on the site, as well as the bounce rate, could be improved. The number of visitors could have endless different causes and recommended fixes. This is more of a general piece of data, that could be improved on fixing other pieces of SEO. The bounce rate was almost 70%, which is not good for a site. The recommended bounce rate for a site like FCRST, is about mid-low 50s, or lower. Again, it all depends on which page the viewers are going to first. If they are going to the trail pass page and purchasing a trail pass, then leaving, great! But the data shows that most of the bounce rate percentage is coming from the homepage, which is not a good sign. That means that a lot of users are going to the homepage and then exiting without staying to look around. These analytic issues are one of the more trial and error issues that could also improve by fixing a few of the other SEO and social media items in this report.

In the onsite SEO section, there were many minor errors that could easily be fixed and possibly help improve the site search engine ranking. For visibility issues, the main concern in page errors. These decrease the level of trust search engines and users have in your site. It is recommended that these pages get a 301 redirect to the homepage or to the join page. For meta issues, it was found that the 'take action' page did not have Google Analytics on it. This is important to add because it helps track potentially important information. It is recommended that Google Analytics be added. It was also found that almost every page on the site is missing a meta description. Meta descriptions help search engines know what content is on a page. It is recommended that each page gets a descriptive and keyword heavy meta description. For content issues, there was a concerning amount of pages with low word count. Pages with too little content can be bad for SEO because the more clear content you have, the better search engines can find your website to display on a list of search results. There were two link issues consisting of broken internal links, as well as external links missing anchor or alt text. Broken internal links are the same as page errors, which means it makes it difficult for search engines to trust your site. External links missing anchor or alt text are basically invisible to the user and confusing to the search engines. It is recommended that these links either get alt text so they are readable, or are removed in unwanted. Only one issue occurred with images, which was that all images on the site were missing title text. Title text helps things that cannot see know what the images are, such as search engines and blind people. It is recommended that each image gets unique and descriptive title text added. For semantic issues, it was found that no pages were using schema.org microdata. This helps the amount of people click on your site, as well as make the search results of your page look better. It is recommended that schema.org microdata gets added to every page of the website. Overall, every onsite SEO section only had one or two errors. This is good news! Each section just needs a little more attention. And just because an item didn't show any issues, doesn't mean there isn't room for improvement. These tools are great for finding immediate issues with broken or missing pieces, but they are unable to find issues with lack of description. For example, the data showed no missing page titles. Which is a great start, but making sure your page titles use descriptive and unique keyword heavy language is much better for SEO.

In the off the page SEO section, the business listings for Google and Bing were examined. It was discovered

that the business listings for FCRST were not very consistent. Since the Chippewa River State Trail Google My Business has not yet been claimed, it is suggested that the FCRST claim it. After that process is done, it is suggested that all of the FCRST information gets added to the Google My Business, and imported across search engines. This ensures all information is not only correct, but consistent. This is helpful for SEO because it helps search engines know exactly what information is related to your business. It could also help bring more users to your website, since the business would pop up with the correct website address displayed. Just to see, the SEO metrics, site metrics, and social metrics of the FCRST website were compared to similar Wisconsin trail websites. Although the results don't have a direct impact on your SEO, they can show interesting results. The FCRST ranked below or near equal to the other two WI trail sites, which shows there are still things that could be improved.

After looking at the data for social media and video, there were a few areas for improvement. Having social media platforms with a decent amount of followers already established is a great starting place. Instagram could use a little bit more attention by posting more frequently. One of the main goals for a successful social media page is to create an interactive environment where users can like, share, and easily be directed to your website. This can be achieved by having more interactive posts which makes people want to like and comment about their opinions. Having a link to your website in the caption can also be a great way to bring users from Facebook and Instagram to the FCRST website. Video is also a great way to bring more attention to the FCRST website. By creating a Youtube account and posting videos, there is now another searchable platform with the FCRST brand attached. It is recommended that a Youtube account is created, and those videos are embedded on your website, and posted on Facebook and Instagram to gain more attraction. If both social media and video have been created, it is recommended that the key performance indicators tracked are the number of visits to the trail pass page, as well as the number of passes downloaded and mailed in.

Overall, this is a good website, with a sturdy platform. The objective of this report is to shed light on the small things that could help people find what you've created. It can sound like an immense and tedious project, but each step is fairly simple. All together, these SEO components could get more people involved with Friends of the Chippewa River State Trail and help people see the amazing benefits the trail has to offer.