CULTIVATE STUDIOS

M&J

Website Audit

Monday, March 27, 2017

WEBSITE AUDIT

The goal of this audit is to provide insight into how effectively the website mjasphaltpaving.com is serving the business goals for M&J and to present an effective online strategy for M&J that aims to ensure that business goals are being materially supported by the website.

QUANTITATIVE AUDIT—GOOGLE ANALYTICS

General Observations

We reviewed Google Analytics reports for your website and have outlined specific data that we found notable.

1. **Visits** – There were 11,415 visits reported for a year from March 26, 2016 to March 26 2017. Correcting for referrer spam[1], we believe the number of actual visits is closer to 8,600. This ends up being around an average of 23 visits per day. There is a consistent rise and fall between the weekday and weekend, with traffic averaging 25 visits during the week and then falling to around 8-10 visits per day on the weekend.
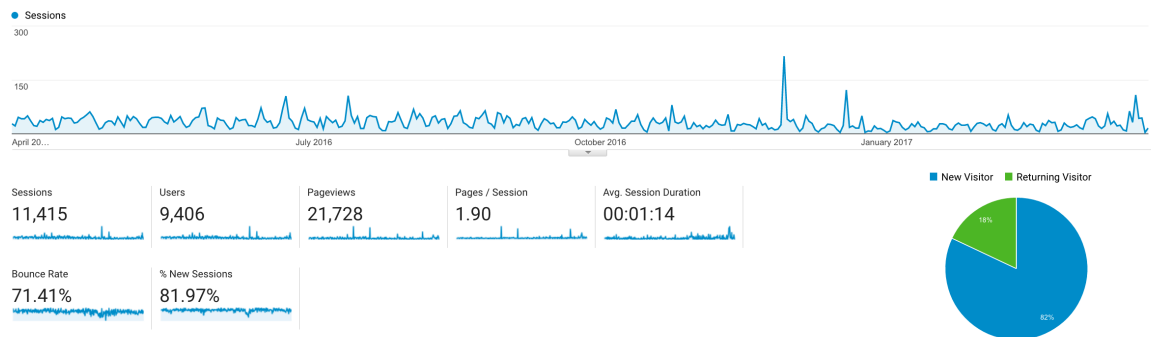
   a. Week-to-week traffic levels have been very consistent, except for the period from September - March 2016 (fall/winter), where website traffic decreases by about 50%. It appears that about 1/3 of the traffic spikes are due to increased referrer spam and should be disregarded like the 2 giant spikes in November and December (unless there was a campaign, this seems to be referral spam.) Over all the Biggest and most consistent spikes in traffic seem to occur from June to August.

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[1] Referrer spam (also known as log spam or referrer bombing) is a kind of spamdexing (spamming aimed at search engines). The technique involves making repeated web site requests using a fake referrer URL to the site the spammer wishes to advertise. Sites that publish their access logs, including referer statistics, will then inadvertently link back to the spammer's site. These links will be indexed by search engines as they crawl the access logs. This technique does not harm the affected sites, just pollutes their statistics. [Wikipedia - https://en.wikipedia.org/wiki/Referer_spam]
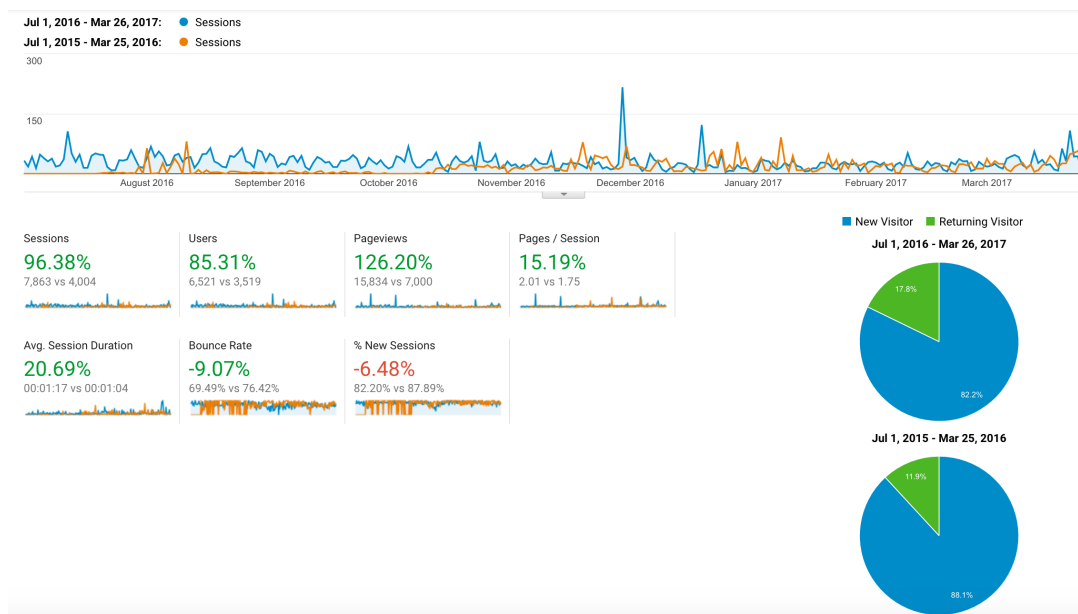
b. The High bounce rates and low Average sessions seemed to have been also affected by the spam referrals. A normal bounce rate is around 50%. M&J's bounce rate, minus spam, is probably around 60% and average duration is probably closer to 1:40sec. One measure of improving website engagement is to see both the bounce rate drop and the duration lengthen. The current average duration seems low given the depth of your current site. We may want to investigate to ensure that the right type of audience is being drawn to the website through marketing efforts.

Language Spam shown in the image below. Typically they go on a page then leave in less than a second (avg. session duration 0.00sec) and leave without clicking (100% bounce rate), polluting analytic statistics.

Language	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	11,667 % of Total: 100.00% (11,667)	82.07% Avg for View: 82.03% (0.04%)	9,575 % of Total: 100.04% (9,571)	71.57% Avg for View: 71.57% (0.00%)	1.90 Avg for View: 1.90 (0.00%)	00:01:14 Avg for View: 00:01:14 (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. en-us	7,924 (67.92%)	79.87%	6,329 (66.10%)	64.06%	2.05	00:01:36	0.00%	0 (0.00%)	$0.00 (0.00%)
2. ru	1,665 (14.27%)	81.74%	1,361 (14.21%)	97.18%	1.84	00:00:21	0.00%	0 (0.00%)	$0.00 (0.00%)
3. en-gb	514 (4.41%)	99.03%	509 (5.32%)	97.08%	1.04	00:00:05	0.00%	0 (0.00%)	$0.00 (0.00%)
4. ru-ru	470 (4.03%)	98.30%	462 (4.83%)	99.79%	1.00	00:00:01	0.00%	0 (0.00%)	$0.00 (0.00%)
5. (not set)	462 (3.96%)	100.00%	462 (4.83%)	56.28%	1.85	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
6. Secret.coogle.com You are invited! Enter only with this ticket URL. Copy it. Vote for Trump!	135 (1.16%)	3.70%	5 (0.05%)	8.89%	1.92	00:04:46	0.00%	0 (0.00%)	$0.00 (0.00%)
7. en	88 (0.75%)	100.00%	88 (0.92%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
8. pt-br	83 (0.71%)	100.00%	83 (0.87%)	97.59%	1.06	00:00:05	0.00%	0 (0.00%)	$0.00 (0.00%)
9. c	75 (0.64%)	100.00%	75 (0.78%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
10. es-419	49 (0.42%)	65.31%	32 (0.33%)	61.22%	1.80	00:01:20	0.00%	0 (0.00%)	$0.00 (0.00%)
11. es-xl	18 (0.15%)	83.33%	15 (0.16%)	38.89%	2.56	00:02:21	0.00%	0 (0.00%)	$0.00 (0.00%)
12. zh-cn	14 (0.12%)	71.43%	10 (0.10%)	50.00%	1.93	00:03:04	0.00%	0 (0.00%)	$0.00 (0.00%)
13. en-ca	13 (0.11%)	84.62%	11 (0.11%)	92.31%	1.15	00:00:17	0.00%	0 (0.00%)	$0.00 (0.00%)
14. en-au	12 (0.10%)	91.67%	11 (0.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

Visits have grown around 65%, when disregarding referral spam, from July 2015- March 2016 compared to this year starting in July 2016 - March 2017 . (There was no Google Analytic Data before July 2015, so no perfect year over year comparison could be done)

The average number of pages visited is around 2 pages. Knowing how deep users go into a site can give us some idea as to if the user experience (UX) is getting the user where they need to go or if they are getting stuck. The page views per visit seems to be appropriate for a site that does not have much nested depth of pages and also relies a call to action in the form of a phone call as a conversion.

Jul 1, 2016 - Mar 26, 2017: ● Sessions
Jul 1, 2015 - Mar 25, 2016: ● Sessions

Sessions	Users	Pageviews	Pages / Session
96.38%	**85.31%**	**126.20%**	**15.19%**
7,863 vs 4,004	6,521 vs 3,519	15,834 vs 7,000	2.01 vs 1.75

Avg. Session Duration	Bounce Rate	% New Sessions
20.69%	**-9.07%**	**-6.48%**
00:01:17 vs 00:01:04	69.49% vs 76.42%	82.20% vs 87.89%

■ New Visitor ■ Returning Visitor

Jul 1, 2016 - Mar 26, 2017
17.8%
82.2%

**Jul 1, 2015 - Mar 25, 2016**
11.9%
88.1%

2. **Unique vs Returning Visitors** – For the past 12 months there were a total of 11,415 Visitors. 18% of all visitors have been to the site at least once before. The spread of the new visitor metric is very consistent over the time period with very small variations.

   a. If tools and services for existing customers are added we would expect an increase percentage of returning visitors. Customer support tools may help to retain existing customers and provide a touch point for business activity with your customers.

   b. The percentage of new visitors dropped. This speaks to an absence of marketing that is driving peaks of new traffic. If there were a more robust online/marketing strategy for acquiring new business or hiring inquiries we would expect to see peaks of new visitors.

3. **Mobile** – 22% of total traffic is coming to the site from Mobile devices, up from 25% in 2014. This is notably lower than the national average where over 50% of all internet queries are coming from mobile devices.

   a. The M&J website is not completely formatted for mobile users (sometimes called "mobile responsive"). While a lack of a mobile version of the site does present some issues of formatting and presentation that could be making it hard for users of the site to navigate and read the site, surprisingly, mobile users have nearly identical bounce rates and page views as desktop users. This suggests that mobile users may, in fact, be finding what they need, or at least indicates that they are using the website in similar ways as desktop users.

   b. Relatively low mobile traffic and relatively high peaks of traffic during traditional workday hours suggests that the majority of your users are coming to your website from their desktop computers as part of their in-office work.

c. As we begin to actively drive traffic to M&J website via Pay-Per-Click (PPC) campaigns, SEO, email marketing, etc. you can expect to see the mix of mobile traffic to increase.

d. As of April, 2015, Google adjusted their search result algorithms to give preference to mobile-friendly pages when users are searching Google from a mobile device.

4. **Location** – Knowing from what geographic areas your users are coming from can help verify that your target markets are being covered. It can also highlight geographic areas that you may be missing or areas of traffic that might surprise you. When looking at geographic data keep in mind your company's target markets and how the distribution of website traffic correlates from region to region. Is this correlation in line with the way your company targets and the areas it serves? There may be opportunity to either target specific areas for more traffic or build your business in underserved areas.

   a. The largest vast majority of traffic is coming from the United States, but the breakdown of traffic by state might show some interesting trends.   Most traffic comes from Illinois and specifically Chicago.
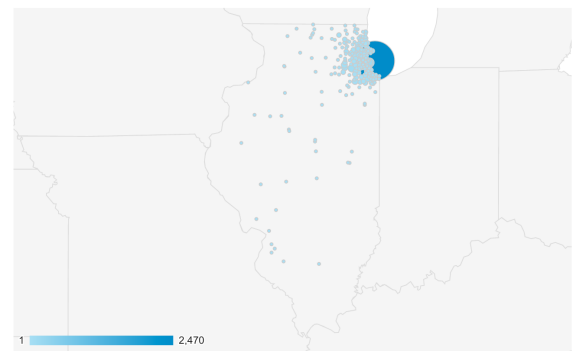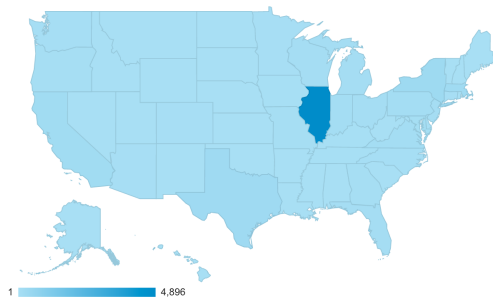
From a user engagement stand point, Illinois has the most sessions and user engagement, but one can also make a case for the surrounding states of Wisconsin and Indiana (when compared to the other states in america as shown below), where the bounce rate is just around 50%, session durations are over a minute, and pages per session are 2 or more.

| Region	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	7,676 % of Total: 67.24% (11,415)	80.13% Avg for View: 81.97% (-2.24%)	6,151 % of Total: 65.74% (9,357)	64.13% Avg for View: 71.41% (-10.18%)	2.06 Avg for View: 1.90 (8.14%)	00:01:35 Avg for View: 00:01:14 (27.99%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1. Illinois	4,896 (63.78%)	74.39%	3,642 (59.21%)	57.37%	2.32	00:02:01	0.00%	0 (0.00%)	$0.00 (0.00%)
2. New York	287 (3.74%)	92.68%	266 (4.32%)	80.49%	1.52	00:00:48	0.00%	0 (0.00%)	$0.00 (0.00%)
3. Texas	270 (3.52%)	92.59%	250 (4.06%)	82.96%	1.46	00:00:40	0.00%	0 (0.00%)	$0.00 (0.00%)
4. Massachusetts	249 (3.24%)	96.79%	241 (3.92%)	93.17%	1.12	00:00:07	0.00%	0 (0.00%)	$0.00 (0.00%)
5. California	201 (2.62%)	86.07%	173 (2.81%)	73.63%	1.54	00:01:07	0.00%	0 (0.00%)	$0.00 (0.00%)
6. (not set)	181 (2.36%)	98.90%	179 (2.91%)	98.34%	1.07	00:00:12	0.00%	0 (0.00%)	$0.00 (0.00%)
7. Virginia	129 (1.68%)	96.12%	124 (2.02%)	82.95%	1.32	00:00:33	0.00%	0 (0.00%)	$0.00 (0.00%)
8. Indiana	123 (1.60%)	86.99%	107 (1.74%)	58.54%	2.37	00:01:32	0.00%	0 (0.00%)	$0.00 (0.00%)
9. Pennsylvania	122 (1.59%)	93.44%	114 (1.85%)	76.23%	1.65	00:00:40	0.00%	0 (0.00%)	$0.00 (0.00%)
10. Wisconsin	98 (1.28%)	84.69%	83 (1.35%)	50.00%	2.16	00:01:01	0.00%	0 (0.00%)	$0.00 (0.00%)

Traffic Sources

Knowing where the website traffic is coming from is a critical aspect of any type of online marketing. Once you can start to tie actions to reactions from your users you can start to understand what is working and what is not and from where the best traffic is coming. Below is an outline of the traffic sources of the site.

1. **Organic Search** – The search section of Google's traffic reports can add insight to how well your web pages are competing with other web pages to capture traffic for specific keywords. That said, unfortunately, Google's reports do not specify which specific keywords are being used in Google searches when users find your site and so we have to use other means to evaluate SEO recommendations.

	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	11,415	81.97%	9,357	71.41%	1.90	00:01:14
1 ■ Organic Search	5,507			59.76%		
2 ■ Referral	3,063			88.77%		
3 ■ Direct	2,732			76.39%		
4 ■ Social	113			47.79%		

Keyword ↑ ☑ Show Labels	Location i ↑	Volume i ↑	Rank i ↑ ∧∨ ↑	URL	Optimize i
asphalt paving companies in chicago	National	no data	#1	http://mjasphaltpaving.com/	
mjasphaltpaving	National	no data	#1	http://mjasphaltpaving.com/	
asphalt paving and patching	National	no data	#1	http://mjasphaltpaving.com/serv...	
m and j paving	National	no data	#1	http://mjasphaltpaving.com/	
asphalt paving chicago il	National	no data	#1	http://mjasphaltpaving.com/	
asphalt repair chicago	National	no data	#3	http://mjasphaltpaving.com/	
paving companies in chicago	National	no data	#4	http://mjasphaltpaving.com/	
decorative paving concrete	National	no data	#5	http://mjasphaltpaving.com/serv...	
illinois paving company	National	no data	#5	http://mjasphaltpaving.com/	
asphalt companies in illinois	National	no data	#7	http://mjasphaltpaving.com/	
chicago asphalt companies	National	no data	#7	http://mjasphaltpaving.com/	
decorative paving	National	51-100	#8	http://mjasphaltpaving.com/serv...	
asphalt paving company	National	51-100	#8	http://mjasphaltpaving.com/	

a. From what we can tell, M&J's search traffic from "branded searches" is high. Branded searches are when users include the company name in the search. This means that the a lot of users coming to your site have a prior knowledge of the company and its services. In terms of non branded keywords, it looks like M&J also ranks high, when searching for asphalt paving companies in Chicago. Prevalence of branded search suggests that M&J has name recognition. Having a good balance of branded and non-branded searches is key, especially when your marketing goal is to acquire a new customer base and increase market reach.

b. Hardly any search traffic lands directly on specific service, reinforcing our view that those pages have negligible SEO presence.

Top Channels
- Organic Search
- Referral
- Direct
- Social

48.2%
26.8%
23.9%
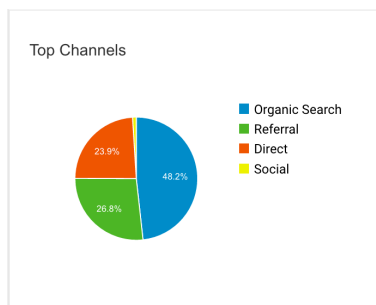
2.**Direct Traffic** – Direct traffic makes up just around 27% of your traffic. These are users who type the domain in directly or are coming from sources like email or bookmarked links. This number is too high. In one sense this is good because the brand and domain name has traction, but in another way this also means that much of the traffic coming through this channel are customers and users that already know about the company and may not be new business. We would want to see this closer to a 15% level.

3. **Referral -** Most of the referral traffic is spam and should be disregarded in google analytics
4. **Social -** very little social presence

Page Content

Knowing what pages are the most used on the site helps assess whether your design, navigation and content are getting the users to the areas that you want them to go to. It also helps highlight what parts of the site are the most important to users and helps us discover ways to better serve their needs. Often it can be surprising to find that a website is actually used in a way that was different than originally intended.

Top Pages -

The most common starting page is the Sites "Home Page". When a User lands on the "Home page"

a. Their first most common interaction is to click on "about/our story", followed by going back to the "home page" as a second interaction.

b. Their second most common interaction is to click on /services/asphalt-paving-patching/ , which is the first option in the services Nav bar, then the user goes to look at the images on the page as a second interaction.

c. Their third most common interaction /about/contact-us/

d. Their fourth most common interaction /about/careers/

5. **Goals and Calls To Action (CTA)**[2] – At the end of the day, the website exists to enable visitors to take action to engage with M&J. Bounce rates and page views really don't matter if the website doesn't work to generate new leads, connect with potential new hires, or improve the efficiency with which you run your business.

   a. Google Analytics "goals" measure how well the M&J site fulfills target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of M&J. Examples of a goal could include submitting a contact information form, or visiting a specific page. M&J is not currently tracking goals and we would recommend that we implement goal tracking as a means to evaluate the effectiveness of your online business and marketing campaigns. Most pages of M&Js website lack a trackable Call To Action. How can Cultivate help track conversions of phone calls?

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[2] A call to action (CTA) is an instruction to the audience to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today". [Wikipedia - https://en.wikipedia.org/wiki/Call_to_action_(marketing)]

Performance

1. **Load Time** – The Site should have way faster loading times. The home page averages a load time of 13.60 seconds. This seems to be an issue on almost all the pages and it can be fixed by optimizing Images and content for the Web. Decorative paving as seen in the image below loads at a whopping 19.28 seconds,   this is not good for the UX, as it makes the User lose trust in the company while increasing the bounce rate and also, stops the company from getting its overall message across.

	Page	Pageviews	Avg. Page Load Time (sec)	PageSpeed Suggestions	PageSpeed Score
1.	/	7,836	13.60	7 total	69
2.	/about/our-story/	673	7.05	7 total	69
3.	/services/asphalt-paving-patching/	603	8.29	7 total	39
4.	/about/contact-us/	575	4.41	7 total	70
5.	/about/careers/	484	4.09	6 total	75
6.	/services/decorative-paving/	405	19.28	7 total	66
7.	/sharebutton.to	297	0.00	5 total	83
8.	/solutions/photo-gallery/ashpalt/	267	4.20	6 total	29
9.	/services/parking-lot-maintenance/	219	4.64	7 total	40
10.	/services/concrete-installation-repair/	194	0.00	7 total	40

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2. **Page Errors** - Moz web crawl found multiple pages that lead to 404s

General SEO Recommendations

In addition to the recommendations provided in the qualitative audit listed above, here are some recommendations to improve SEO:

a. **Add description meta tags** - We recommend adding concise description meta tags to each page in order to improve the representation of your webpages on Google search engine result pages (SERP) as these descriptions will appear directly on the SERP.

b. **Improve page titles** - Page titles contribute to SEO and should be carefully crafted. For example, on the homepage, avoid using generic terms such as "Home Page" in the title as it doesn't help the search engines figure out what your company is all about.

c. **Content is king** - Create a content calendar to consistently be making new content and stick to it.

d. **Create new keywords** using "long tail keywords"

We found 30 pages with duplicate page titles out of 62 pages

URL	Page Authority i	Linking Root Domains i	External Link Count	Internal Link Count	Status Code	Duplicate URLs	Download Duplicates
Sealcoating, Striping, Crack Sealing, Lot Cleaning, Signs | M&J Asphalt Paving http://mjasphaltpaving.com/solutions/photo-galler…	20	1	0	5	200	⊟ 1 duplicate	⤓
Sealcoating, Striping, Crack Sealing, Lot Cleaning, Signs | M&J Asphalt Paving http://mjasphaltpaving.com/services/parking-lot-…	20	1	0	5	200	1 of 1 duplicates	
Asphalt Paving and Patching, Asphalt Milling, Asphalt Repair | M&J Asphalt Paving http://mjasphaltpaving.com/solutions/photo-galler…	20	1	0	5	200	⊞ 1 duplicate	⤓
Snow Removal, Commercial Plowing, Ice Control, Rock Salt | M&J Asphalt Paving http://mjasphaltpaving.com/solutions/photo-galler…	20	1	0	5	200	⊞ 1 duplicate	⤓
Decorative Paving, Stamped Asphalt, Stamped Concrete | M&J Asphalt Paving http://mjasphaltpaving.com/solutions/photo-galler…	20	1	0	5	200	⊞ 1 duplicate	⤓
Asphalt Paving, Concrete, Parking Lot Repairs, Snow Removal | M&J Asphalt Paving http://mjasphaltpaving.com/about/our-story	20	1	0	5	200	⊞ 4 duplicates	⤓