

CULTIVATE STUDIOS

Metaphrasis

Website Audit

March 28, 2016

WEBSITE AUDIT

The goal of this audit is to provide insight into how effectively the existing [Metaphrasis website](#) is serving the business goals for Metaphrasis and to present an effective online strategy for Metaphrasis that aims to ensure that business goals are being materially supported through future website development efforts.

This audit is also intended to provide a benchmark to help us evaluate the effectiveness of web development work over time.

QUANTITATIVE AUDIT—GOOGLE ANALYTICS

GENERAL OBSERVATIONS

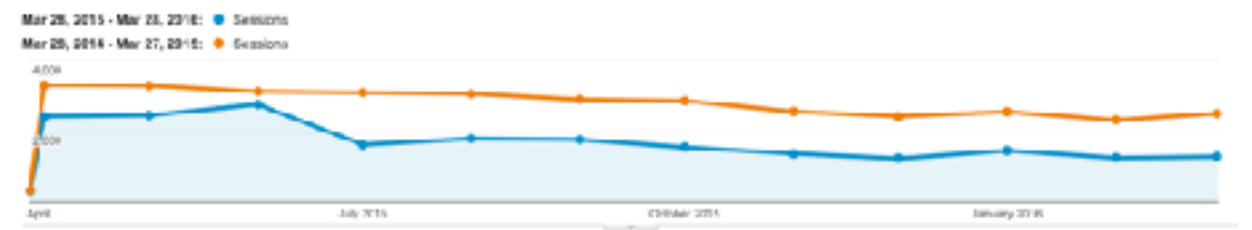
We reviewed [Google Analytics reports for your website](#) and have outlined specific data that we found notable.

1. **Visits** – [There were 22,795 visits reported for the duration of a year, from March 2015 to March 2016.](#)

There is a consistent rise and fall between the weekday and weekend, with traffic averaging 60 visits during the week and then falling to around 20 visits per day on the weekend.



- a. [Traffic levels](#) are highest during the first quarter of the year averaging 140 sessions a day, and then a sudden decline by about 50% in July occurs, lowering the average to around 60 visitors per day. Which is low considering the Service is International.



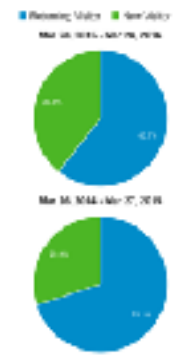
- b. Visits have declined between 2015-2016. This is not a desirable trend. Given the overall growth of business in the construction sector since the peak of the recession, this trend suggests that competitors have been gaining market share of the online presence.

- a. March 2012-2013 = 21,167
- b. March 2013-2014 = 31,810
- c. March 2014-2015 = 34,743

d. March 2015-2016 = 22,795

2. **Unique vs Returning Visitors** – For the past 12 months there were a total of 22,795 Visitors. In 2015 60% of all visitors have been to the site at least once before. While, In 2014 there were a total of 34,804 visitors where 70% of visitors have returned.

- If tools and services for existing customers are added we would expect an increase in percentage of returning visitors. Customer support tools may help to retain existing customers and provide a touch point for business activity with your customers.
- The vast majority of visitors are coming to the site only 1 or 2 times. This may indicate that these visitors are looking for information and then moving on, but it's not clear if this is because they've found what they're looking for, or because they move on to find the required information somewhere else.



3. **Mobile** – 24.7% of total traffic is coming to the site from Mobile devices, down 5% from 2014-2015. This is notably lower than the national average where over 50% of all internet queries are coming from mobile devices.

- Your site is not currently formatted for mobile users (sometimes called “mobile responsive”). A lack of a mobile version of the site presents some issues of formatting and presentation that could be making it hard for users of the site to navigate and read the site. While Mobile users have a similar bounce rate¹ to desktop users. Mobile users view slightly fewer pages than desktop users.



- Mobile users bounce rate is 55.65% and average 2.04 pages per visit.
 - Desktop users bounce rate is 58.67% and average 2.19 pages per visit.
- 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.
- As we begin to actively drive traffic to your website via Pay-Per-Click (PPC) campaigns, SEO, email marketing, etc. you can expect to see the mix of mobile traffic to increase.

¹ Bounce rate is the percentage of visitors to a particular website who navigate away from the site after viewing only one page.

- 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. **Pages / Visit** – The average page views per visit have been around 2.16. 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. If the average pages per visit jumped to more than 5 we would be concerned that users are having a difficult time finding what they're looking for.
5. **Duration / Visit** – The overall average duration of a visitor's stay on your website is 2:13. We think this duration is appropriate given the depth of your current site. If we see dramatic shifts in visitor duration in the future we may want to investigate to ensure that the right type of audience is being drawn to the website through marketing efforts.
6. **Bounce Rate** – "Bounce Rate" is the percentage of visitors who arrive to your website and then leave without taking any action. Your bounce rate is sitting around 57.82% for visitors who find you via search. In some cases, one measure of improving website engagement is to see both the bounce rate drop and the duration lengthen. In your case the The bounce rate went from 1.39% in 2014-2015 to 57.82% in 2016 while the duration lengthens which means people may getting stuck or find what they need before leaving the first page.
7. **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.



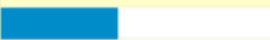



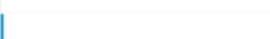

- a. The largest vast majority of traffic is coming from the United States.

- b. Traffic correlates to the areas where Metaphrasis is based. To some degree this is to be expected, but we think it suggests that you have relatively small visibility outside of the communities you serve and that the majority of users who visit your website may be people who already know who you are.

- c. Traffic in the greater Chicago area far outpaces traffic from the metro areas.



1. Chicago, IL	14,668	51.58%
2. (No ref)	3,567	7.60%
3. Washington DC (Metropolitan Area)	3,437	8.45%
4. New Orleans, LA	318	1.68%
5. New York City	315	1.78%
6. Milwaukee, WI	265	1.56%
7. Charleston, SC / Springfield-Overland Park, KS	223	1.67%
8. Miami-Ft. Lauderdale, FL	213	1.49%
9. Boston, MA	209	1.39%
10. Los Angeles, CA	209	1.28%

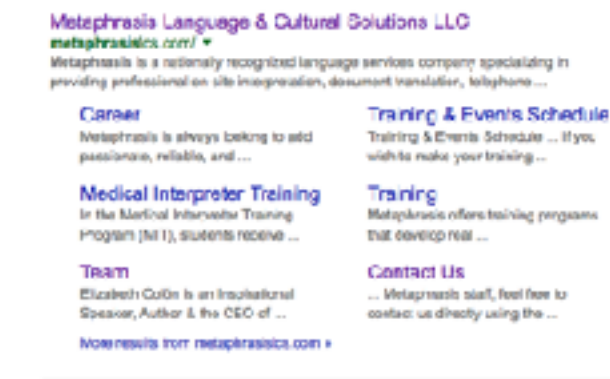
	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	21,835	39.00%	8,540	66.47%	2.19	00:02:12
1 Organic Search	10,328			50.16%		
2 Direct	9,669			62.70%		
3 Referral	1,818			60.79%		
4 Social	185			43.78%		

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 in outline of the traffic sources of the site.

1. **Organic Search**² – 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. You’ll find a more detailed SEO report further down in this report.
 - a. From what we can tell, nearly all search traffic to your site is from “branded searches”. Branded searches are when users include the company name in the search. This means that the vast majority of users coming to your site have a prior knowledge of the company and its services, and relatively few users are discovering your company for the first time via the internet. Prevalence of branded search suggests that your company has name recognition, but indicates relatively poor SEO. 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. Of the users coming to the site using searches, 69% arrive at the home page of the site. 8% of users arrive to the “Open Positions” page, 4.2% to “Regional Offices” and 4% to “Contact Us”. We believe the reason traffic is landing on those specific pages is because those pages are being listed directly on the Google search result breakout listing.
 - c. Hardly any search traffic lands directly on specific service pages, reinforcing our view that those pages have negligible SEO presence.

² Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. In contrast, non-organic search results may include pay per click advertising. [Wikipedia - https://en.wikipedia.org/wiki/Organic_search]



2. **Referral** – Referral traffic are users who come to your website through a link on someone else's website. Referral traffic tends to be one of the more stable traffic sources and a good flow of referral traffic ensures a baseline of qualified traffic. Growing your referral links is also one of the major contributors to building your organic search traffic. That is, Google determines your relevance, at least in-part, by seeing how many other web pages are linking to your web pages. By putting effort into building a good link profile you likely see an increase in both referral and non-branded organic search traffic sources.
 - a. When correcting for referrer spam³, your referral traffic accounts for less than 5% of your overall visits. This is very low and the number ideally should be closer to 10% - 15%.
 - b. Referral traffic can be built in a number of ways. Start by reaching out to current partners, customers and industry related sites and offering to trade reciprocal links.
 - c. Content marketing is often the center of a good drive to build referral traffic. Content marketing could consist of blog posts related to the education about your services and the industry. It could be case studies or white papers, and announcements of changes or innovations from your company and the industry. It could also be enhanced career or internship opportunity listings.
3. **Direct Traffic** – Direct traffic makes up just over 45% 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 perhaps high and over time we'd like to see an improved distribution mix of traffic sources.
4. **Campaigns** – There are currently no "Campaign" sources of traffic. These usually show when traffic is being sent to the site through email marketing campaigns or from PPC marketing. These are both elements that we think should be leveraged in order to generate qualified traffic.
5. **Social** – Social Media is a good way to bring users in your "community" (i.e. friends of the company, employees, advocates, partners, etc.) to the site, which in-turn empowers them to help share your story or refer your services or employment opportunities to others. An active and appropriately

³ 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 referrer 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]

engaged social media presence empowers your community to share the story of Metaphrasis to others.

Social Network	Sessions	% Sessions
1. Facebook	83	50.27%
2. LinkedIn	50	27.03%
3. Twitter	16	9.73%
4. Glassdoor	17	9.19%
5. Yelp	6	3.24%
6. Pinterest	1	0.54%

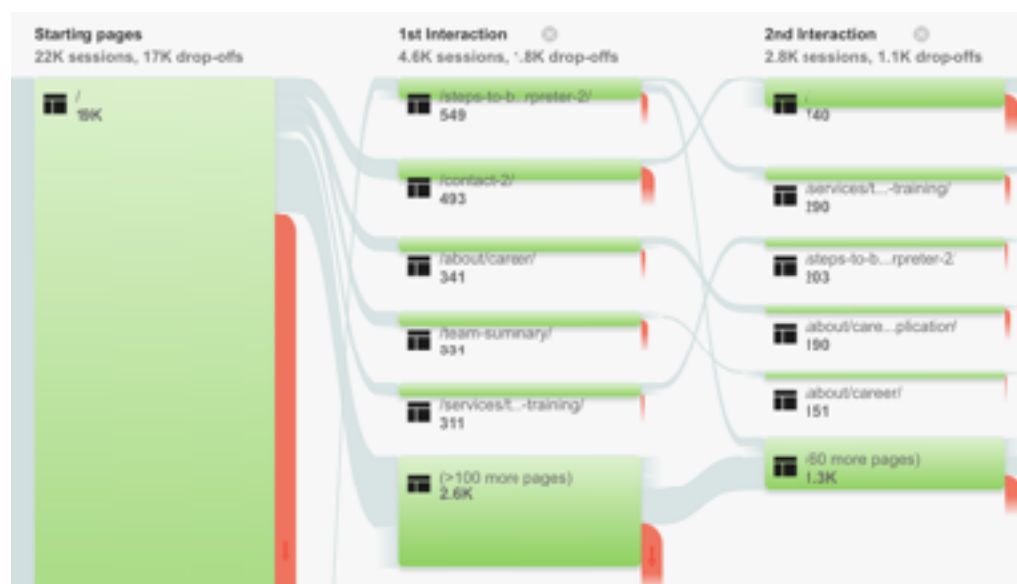
- Currently, social media channels drive very little traffic to your website.
- LinkedIn and Glassdoor represent 36% of social sources, which is activity relating to career/hiring.
- A more effective Social Marketing strategy for Metaphrasis is something that should be considered as part of your hiring and brand awareness campaigns.

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.

1. Top Pages

- Comprising 87% of your total page views, **your homepage** gets the most traffic. Below is a chart showing the most popular interactions (pages visited) after a user arrives at your homepage.



- b. The “Steps to becoming an interpreter” page is the second most visited pages of the site, followed by “Contact Us” and “Career”. This suggests that many users are not currently using your site to evaluate the services you offer, but rather to find out about career opportunities and to find out how to get in touch with you.
 - c. All Services pages combined comprise 11% of total page views and a smaller percentage of landing page visits. This suggests that your website is not effectively reaching users who are searching for the types of services you provide and that they may be looking to your competitors instead. This may also suggest that users do not look to your website in order to read about the services you offer.
2. **Goals and Calls To Action (CTA)**⁴ – At the end of the day, the website exists to enable visitors to take action to engage with your company. 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. Most pages of your site lack a proper Call To Actions, meaning that many users will see the page as a dead end or will choose not to engage with other sections of the site. We always want users to progress further or deeper in their engagement with your website.
 - b. When crafting CTAs, sometimes it’s helpful to start by writing a list of the common questions and inquiries you receive when a potential client asks about your services. Then, build CTAs that enable your visitors to get answers to those questions.
 - c. Google Analytics “goals” measure how well your site fulfills your target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of your business. Examples of a goal could include submitting a contact information form, or visiting a specific page. You are 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.
3. **Services Pages**
- a. All of the services page visits combined comprise only 11% of the total page views of the site. This seems low and indicates that visitors may not be using your website to evaluate or learn about the types of services Metaphrasis provides.
 - b. The services pages content is minimal and perhaps overly-generic; it often outlines only a few bullets points. Consider expanding of the information of these pages to be more thorough and to incorporate the use of important keywords, along with links to relevant projects/case studies, we feel that search traffic could be increased and user experience improved.

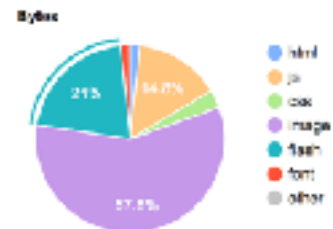
⁴ A call to action (CTA) is an instruction to the audience to provoke an immediate response, usually using an imperative verb such as "call now", "find out more" or "visit a store today". [Wikipedia - [https://en.wikipedia.org/wiki/Call_to_action_\(marketing\)](https://en.wikipedia.org/wiki/Call_to_action_(marketing))]

Performance

Broken links, slow page load, and buggy scripts can be frustrating for your users but it can also adversely impact your organic search rankings. We evaluated the performance of your website and have provided some test results below:

Homepage page performance test results: http://www.webpagetest.org/result/160330_C6_19SC/

1. **Load Time** – A few improvements could be made to improve the page load time, such as implementing browser caching. Your website pages typically begin loading 12.6 seconds after the page request has been made by the browser this is slow. 57.8% of your content is Images which can be improved with image compression. 21% of your content is Flash. We'd suggest getting rid of Flash, as it is not mobile friendly and will add quite a bit to load time.



2. **Duplicate Page Content** – For SEO purposes, ideally, each page should exist in only one place (one unique URL) and have a unique page title and description. This ensures that search relevance isn't diluted. Currently, many pages of the site are available at multiple urls.

Pages with High Priority Issues		Pages with Medium Priority Issues	
18	Duplicate Page Content	172	Missing Meta Description Tag
17	40X Client Error	106	Title Element is Too Long
0	Crawl Attempt Error	0	Search Engine Blocked by robots.txt
0	Title Missing or Empty	0	Duplicate Page Title
0	5XX Server Error	0	Title Element is Too Short
		0	Meta Refresh
		0	Temporary Redirect

QUALITATIVE AUDIT

While no qualitative measurements have been gathered through focus group testing or interviews with (potential) users of your website, we have provided our own notes regarding the quality and relevance of your website based on Cultivate's knowledge of Metaphrasis gathered through Strategy Workshop and our understanding of the Language translation industry.

Website Design

-

Navigation and Content Hierarchy

-

Content

- Consider writing in-depth case studies that work to support education marketing, incorporates keywords, testimonials and provides a meaningful resource for clients considering your services. Help users understand how your clients' projects were made better because Metaphrasis was involved.

Careers – Your careers page builds a case for why someone should choose Metaphrasis.

- Consider enhancing the landing page to make a stronger case for why Metaphrasis is a great employment choice, ideally by focusing on what the future looks like for employees.
- As part of the hiring campaign, we may choose to revamp this section of your site, making it more user friendly and easy to use, as well as more prominently featured, and then run advertising campaigns, probably social media based campaigns, to drive more traffic.



























SEARCH ENGINE OPTIMIZATION (SEO)

Overview

Often misunderstood and misrepresented, SEO is about making sure that people find you over and above your competition when they're searching for relevant content online.

We are now collecting metrics regarding Metaphrasis's search engine presence for a large number of targeted keywords and comparing your online presence to that of your direct competitors. We now have a benchmark to measure the effectiveness of marketing and SEO efforts into the future.

For each keyword we can analyze how much competition there is, how established the competition is and how frequently that term is being searched. We can then evaluate where we believe the best opportunities are to improve search rankings and develop a plan to get there. Below, is a report for how you rank in terms of a national keywords search. Nationally, Metaphrasis has first-page Google placement

Keyword ⁱ	Location ⁱ	Universal Results ⁱ	Rank ⁱ 	URL	Optimize
medical translation chicago	National		#2 	http://metaphrasisics.com/s...	 
legal translation services chicago medical interpreting	National		#2 	http://metaphrasisics.com/s...	 
medical translation services chicago	National		#3 	http://metaphrasisics.com/s...	 
healthcare interpreting chicago	National		#3	http://metaphrasisics.com/s...	 
medical interpreting services chicago	National		#4	http://metaphrasisics.com/s...	 
medical interpreting chicago	National		#4 	http://metaphrasisics.com/s...	 
healthcare translation chicago	National		#5	http://metaphrasisics.com/s...	 
healthcare translation services chicago	National		#6 	http://metaphrasisics.com/s...	 
legal interpreting chicago	National		#6	http://metaphrasisics.com/L...	 

for a handful of keywords including: “Medical Translation Chicago,” “Legal interpreting Chicago”, and “Medical interpreting Chicago”. A handful of other terms land deeper in Google’s search results.

- The vast majority of traffic that comes to the Metaphrasis website through search can be attributed to “Non-Branded Search,” that is users are searching based on keywords associated with the services provided and locations.

Competitive Analysis

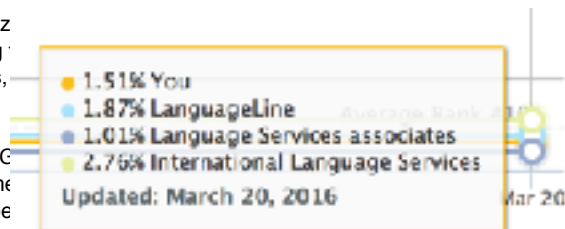
We compared the online presence of Metaphrasis to three direct competitors: Language Line, International Language Services, and Language Services Associates.

	metaphrasis.com	language-line.com	lsaserv.com	ilanguage.com	Add IR
Domain Authority	24	49	33	14	
Domain MozRank	3.57	3.22	4.35	2.99	
Domain MozTrust	4.30	3.32	5.05	3.81	
Internal Equity-Passing Links	0	25,386	1	3,728	
External Equity-Passing Links	55	3,119	275	3	
Total Equity-Passing Links	55	25,519	279	3,731	
Total Internal Links	0	25,389	12	3,728	
Total External Links	53	6,494	297	3	
Total Links	53	33,383	312	3,731	
Followed Linking Root Domains	23	371	70	3	
Total Linking Root Domains	27	430	81	3	
Linking C-Blocks	8	15	15	1	
Equity-Passing Links vs Non-Equity-Passing Links					
Internal Links vs External Links					

- Domain Authority**⁵ – Metaphrasis has a low Domain Authority ranking, We believe this is primarily a result of Metaphrasis having a low number of inbound links.
- Link Metrics** – Metaphrasis had the second lowest number of inbound links compared to competitors. Walsh had significantly more links from more domains than anyone else.
- Keywords** – We tracked organic search rankings. Of the tracked Keywords, non-branded keywords, International Language Services had the highest overall search visibility, followed by, Language Line, Metaphrasis, and Language Services Associates.

⁵ Domain Authority is a score (on a 100-point scale) developed by Moz. Use Domain Authority when comparing one site to another or tracking a metric by combining all of our other link metrics—linking root domains, score.

To determine Domain Authority, we employ machine learning against C are generated. Over 40 signals are included in this calculation. This me fluctuate. For this reason, it's best to use Domain Authority as a compe measure of your internal SEO efforts. Source: <https://moz.com/learn/s>



Competitive Keyword Ranking Reports:






- a. [ILS](#)
- b. [Language line](#)
- c. [Metaphrasis](#)
- d. [LanguageServicesAssociates](#)

- d. **Popularity** - Based on Google's keyword tool, it appears that Language Line has the highest branded search volume and it has remained steady for the last two years. Metaphrasis and has lower branded search volumes and has decreased when compared to the previous year.

General SEO Recommendations

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

- a. **Add unique description meta tags** – Your site is missing meta descriptions on nearly every page. 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.

Search terms	Avg. monthly searches 			
	Mar 2014 - Feb 2015		Mar 2015 - Feb 2016	Total change Percent change
language line	590		720	130 22.0%
language services associates	140		170	30 21.4%
metaphrasis	260		210	-50 -19.2%
international language services	50		50	0 0.0%

- b. **Improve page titles** – Page titles contribute to SEO and should be carefully crafted. Avoid using generic terms.