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al.com | Local SEO Audit

This audit will cover your local on-page SEO as well as off-page factors. We've broken the audit down into 8 sections: Local On-page SEO, General On-page SEO, Conversion, Social, Google My Business Page, Content, and Backlinks.

## Local On-page SEO

### 1. Schema Markup

We ran a test for Schema on your homepage and didn't find any kind of structured data present. This is usually the first page structured data is used, so we assume it wouldn't be on any of the other pages of your site.

Schema is recognized by all of the major search engines: Google, Bing, Yahoo!, and Yandex. Whether structured data helps search engines understand your content and exactly what the site is about. Is it quite simply a quick and easy way to make the site more search engine friendly, we highly recommend implementing it. There's a few Schema generators out there that make generating this data easy, here's a good link to start: <http://www.microdatagenerator.com/MicrodataGenerator/generator.html>

### 2. Google-Friendly NAP

We looked at your site and didn't find a crawlable business name, address, or phone. Either it's not present on the site or is in image form. Make sure Google can find the business NAP on the site somewhere. We like putting this data in the footer and contact pages.

### 3. The Phone #

We made sure that the phone number is local to the area you're trying to rank, so no issues there. Sometimes folks try to rank with 800 numbers or numbers that are not local to the area, this can present an issue and hinder rankings.

### 4. NAP Consistency: Website & Google

The business NAP as it is displayed on your Google Places page is different than how it's written out on your site (it's not there). But don't fret, this is actually a pretty common issue. It will be much easier to just change the formatting on the site than it will be on the GMB page. I would highly recommend that get done as soon as you can, however.

### 5. Embeddable Map

Having an embeddable map is not only useful for customers when they visit the site, [but it's also been known to give a nice little boost to your SEO efforts.](#)



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If you don't currently have an embeddable map in the footer or contact page of the website, we highly recommend putting one in. [Here's a step by step tutorial on how to do that.](#)

## 6. Multiple-Locations

Looks like there is only 1 business location, so we're skipping this step.

## 7. Local Optimized Logo

Your logo could be optimized for local. You can optimize the file name, link, alt tag, and title tag. Here's how the code for a fully optimized logo looks:

```
<a href="http://example.com/" title="Local SEO Experts LLC, New York">  
</a>
```

Why is optimizing the logo important? Simply because it places an optimized (with anchor and alt tag) image on every page of the site, which internally links back to the homepage. This should help whatever main keyword you're targeting with the homepage

## 8. Local Title Tags and Meta Descriptions

We scraped a handful of your pages and noticed issues with your metas.

### 8A. Titles

While the city name is important for the title, I also like to put a phone number in the title tag if it can fit and the business heavily relies on incoming phone calls.

### 8B. Meta Descriptions

In our opinion meta description has a stronger affect on click-through from search engines than it does for SEO. Make sure you're getting the rank AND the click by writing out appealing meta descriptions that include your targeted keywords and cities.

However, some folks aren't going to click-through, they will start making calls right from the search result page. That's one of the reasons we also recommend dropping in the phone number for businesses that need the incoming calls.



## General On-page SEO

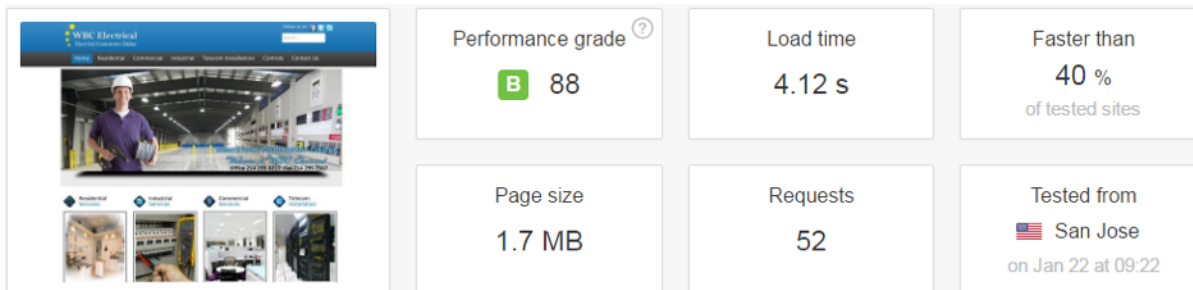
### 1. Website Load Speed

The site speed of the homepage could use some improvement.

We recommend first starting at the [Pingdom Site Speed tool](https://tools.pingdom.com/): <https://tools.pingdom.com/> to get a rough idea of what kind of improvements can be made to reduce the site speed. It would be a good idea optimizing the homepage until you could pull a performance grade of an A on Pingdom.

Usually the images on the site will contribute to the size of the page the most. One easy way to get image file sizes down is by using an image compressor like [TinyPNG.com](https://tinypng.com) and re-uploading the newly compressed images.

Load times of 1-2 seconds are optimal. Google's John Mueller once commented that load speeds over 2 seconds can disrupt crawling activity. High load speeds can have a negative impact on rankings.



### 2. Internal Linking

We've tried to find content that isn't making use of good internal linking but can't seem to find anything wrong in that area, so good work.

### 3. External Linking

Looks like you're already using external outbound links to good effect. I don't see any room for improvements here.

### 4. Broken Links

Congrats, we scanned the website but couldn't find any broken links.

### 5. Mobile-Friendliness

Mobile-friendliness of a local site is incredibly important simply because of the amount of local searches that mobile devices generate.

We checked if the homepage was [mobile-friendly using Google's tool](#) and found out that it isn't. We really encourage fixing the homepage along with all other pages that might not be mobile-friendly. Not only will this help rankings, but it will vastly improve user experience for a big segment of your traffic.



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## Conversion

### 1. Contact Page

We looked for a contact page on the site to make sure your site was using one, and found one. Nice work. Contact pages are helpful for local SEO simply because you can drop in directions, embeddable maps, and NAP information on a single page. They're no-brainers for local businesses to use.

### 2. Phone Number Prominence

The phone number of the business is in large font and above the fold of the website, so that's good there. This will make conversion a lot more easier for visitors who are looking to do business with you.

### 3. Calls-To-Action

We found a healthy amount of call-to-action's on the website, so we don't really any suggestions in that area.

## Social

### 1. Main Social Site Linking

Good job, looks like the site is linking to some main social sites. Make sure all of them are registered if you haven't yet: Facebook, Twitter, LinkedIn, Google+, and Youtube.

### 2. Social Signals

We ran some calculations on your site and saw that a very small percentage of your sites pages actually had any kind of social signals. When it comes to organic ranking, social signals have gained importance over the years and we don't see any reason for that to stop. We would highly recommend taking your most important pages and making sure they get some kind of social signals pointing to them (Tweets, Shares, etc..)



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### 3. Brand Name Real Estate

We searched to see if your brand-name as available on major social sites, here are the results:

<b>Blogger</b> Available	<b>BuzzFeed</b> Available	<b>Dailymotion</b> Available
<b>delicious</b> Available	<b>Etsy</b> Available	<b>facebook</b> Available
<b>foursquare</b> Available	<b>HubPages</b> Available	<b>imgur</b> Available
<b>issuu</b> Available	<b>LinkedIn</b> Available	<b>LIVEJOURNAL</b> Available
<b>my_</b> Available	<b>photobucket</b> Available	<b>Pinterest</b> Available
<b>reddit</b> Available	<b>Scribd</b> Available	<b>SOUNDCLOUD</b> Available
<b>tumblr.</b> Available	<b>twitter</b> Available	<b>TypePad</b> Available
<b>USTREAMTV</b> Available	<b>vimeo</b> Available	<b>WORDPRESS</b> Available
<b>You Tube</b> Available		

We highly recommend snapping up any available.

## Google My Business Page

### 1. 100% Complete GMB

The GMB profile page should contain a nice long description listing the products and services the business offers and working hours should be set. We checked the page and noticed there is room for improvement here.

Also take note that you can create external deep links from the description to your business.

### 2. Photos Uploaded

We checked your GMB profile and saw that there were plenty of photos to be found, good job! No optimization advice here, looks like you've already taken care of photos.



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### 3. Reviews

We saw that the business didn't have enough Google reviews to display a star rating. Reviews are not only great for getting solid rankings in the local pack, but they're great for CTR and calls. A lot of potential customers will call a business with a 4-5 star rating right off the bat, without doing much more research at all... so make sure you get enough reviews to land that coveted star rating.

### 4. Google+ Published Posts

Your Google+ page looks a bit like a ghost town.. We didn't even see 1 post on there. The kind of content you can add isn't limited to a social media style update, you can also put up photos and videos. Link back to your main site in them as well, you can get a lot of SEO value from it.

## Content

### 1. A Business Blog

Content is a huge factor for generating traffic and positive rankings, and blogging makes it so easy to get quality content published.. And if you're using a CMS like Wordpress, it makes it simple to publish SEO-ready posts right out of the box.

We didn't find a blog on your site, so thought it would be worth mentioning that here. You can target local long-tail keywords very easily with blog posts, just one of the many advantages to having a blog for a local site.

### 2. Duplicate Content

We didn't find enough duplicate content out there to be a cause for concern. So nothing to report here.

### 3. Amount of Content

We counted the number of words on the site and estimated less than 10,00 words on the site. In our opinion this is lacking... The equivalent of 10,000 words is usually a good minimum rule of thumb (or around 20 500 word articles) for a local site. We highly recommend getting to that number of unique words on the site at a bare minimum.



## Backlinks

### 1. Anchor Text Balance

We checked your anchor text profile and saw the top anchors were dominated by brand-name, generic, or raw URL anchors. This is great, a balanced anchor text profile is good for natural SEO and won't get you dinged for over-optimization.

Anchor phrases	Referring domains
dfw electrical	15 52%
electrical contractors dallas	4 14%
for electrical contractors in dallas contact wbc electrical	4 14%
read more about	3 10%
wbc electrical is the leading electrical contractors in dallas	2 7%
electrical contractor dallas tx	1 3%
electrical contracting	1 3%
.com	1 3%

Make sure you're mixing in city-specific keyword anchors if you're not doing that yet.

### 2. Unloved Pages

We've found a handful of URLs that you might want to consider giving some links to. These are level 1 URLs that don't have any external links pointing to them. Meaning, they're important enough to be linked to from the homepage but don't have any external links going to them. They might be important enough to be link building targets or not, either way we wanted to show you the URLs to make sure you're not missing any important pages that need attention.

	/latest-news/
	/telecom-installations/
	/residential-service/
	/lates-news-about-
	/latest-news/industrial-services/
	/industrial-services/
	/controls/
	/contact-us/
	<a href="#">/commercial/</a>



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### **3. Niche Link Opportunities**

We've included a list of business listing sites related to your niche for you to peruse. These are going to be a mix of both free and premium sites. The ones that charge a fee may or may not be worth it, it's a good idea to check the metrics and the fee (and if it's recurring) to make a decision.

{Please see attached file for the niche links}