

ON-SITE SEO REPORT: BEFORE OPTIMIZATION

Optimizing Service Request Focus:

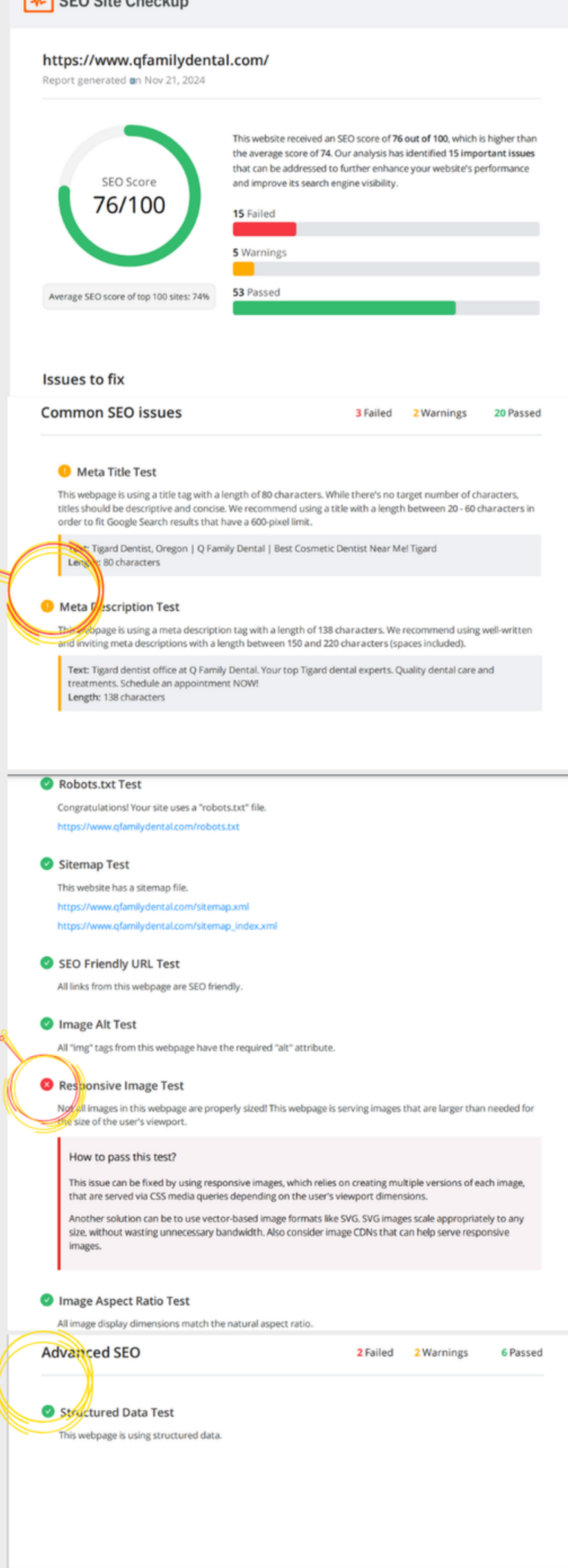
Website's Visibility with Search Engines

Not having a good meta tag or description can hurt a website's visibility because search engines and users rely on these snippets to understand the content. Without clear, relevant, and engaging meta tags, the site may fail to attract the right audience or drive clicks, resulting in lower search engagement rates and missed opportunities for discovery. A poorly written meta description can also confuse users, making them less likely to visit your site even if it ranks well.

Increase SEO Rank Through Site Analytics & Link Building

Not having a well-designed custom 404 error page can lead to frustrated users abandoning the site when they encounter missing pages, increasing your bounce rate and negatively impacting user experience. Skipping a noindex tag test risks inadvertently blocking important pages from being indexed by search engines, reducing your site's visibility and search rankings. Similarly, neglecting an index tag test can result in duplicate content being indexed or low-value pages diluting your SEO efforts, which can hurt your site's authority and relevance in search results. Testing these elements ensures your site remains user-friendly, search engine-optimized, and free from common SEO pitfalls.

SEO Site Check: SEM RUSH



ON-SITE SEO REPORT: AFTER OPTIMIZATION

Same Day Results

- Overall site ranking improvements

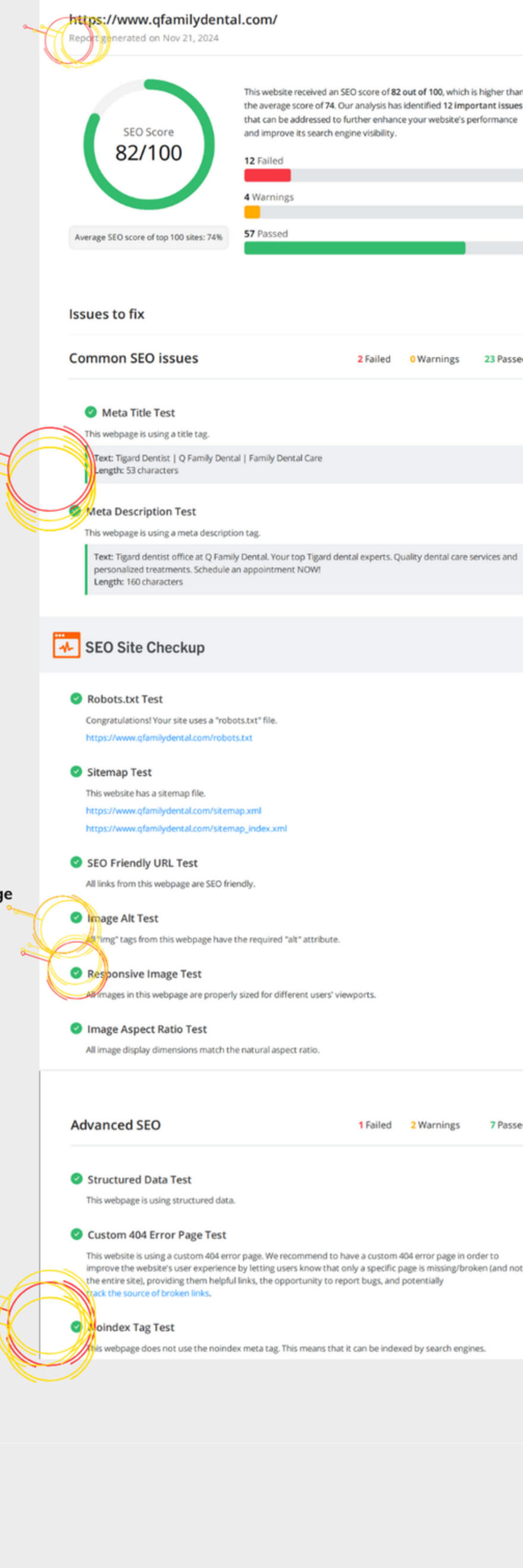
Optimizing Service Request Focus:

- Craft Clear and Engaging Meta Descriptions
- Optimize Title Tags
- Focus on Quality Content
- Regularly Update Content

- Optimize Images Alt text with keyword usage
- Create Mobile-Friendly Page responsive
- Improve Page Loading Speed (Aspect ratio)
- Image Quality

- Design a User-Friendly 404 Page
- Link to Popular Pages
- Use Robots.txt for Sensitive Pages
- Avoid Overuse of Noindex

SEO Site Check: SEM RUSH



OFF-SITE REPORT: AFTER ENHANCE LOCAL OPTIMIZATION

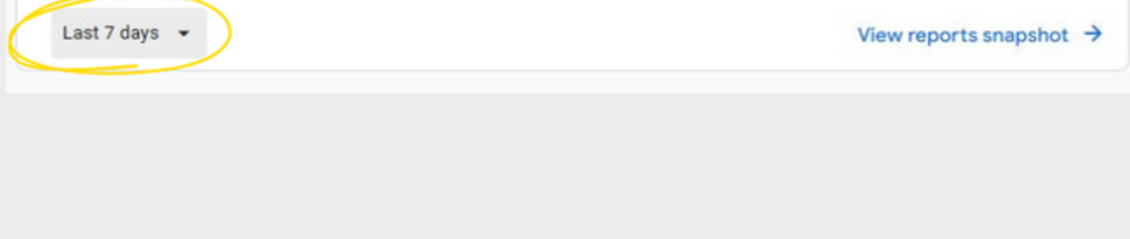
Optimizing Service Request Focus:

- Google Analytics
- Results: 7 day Duration

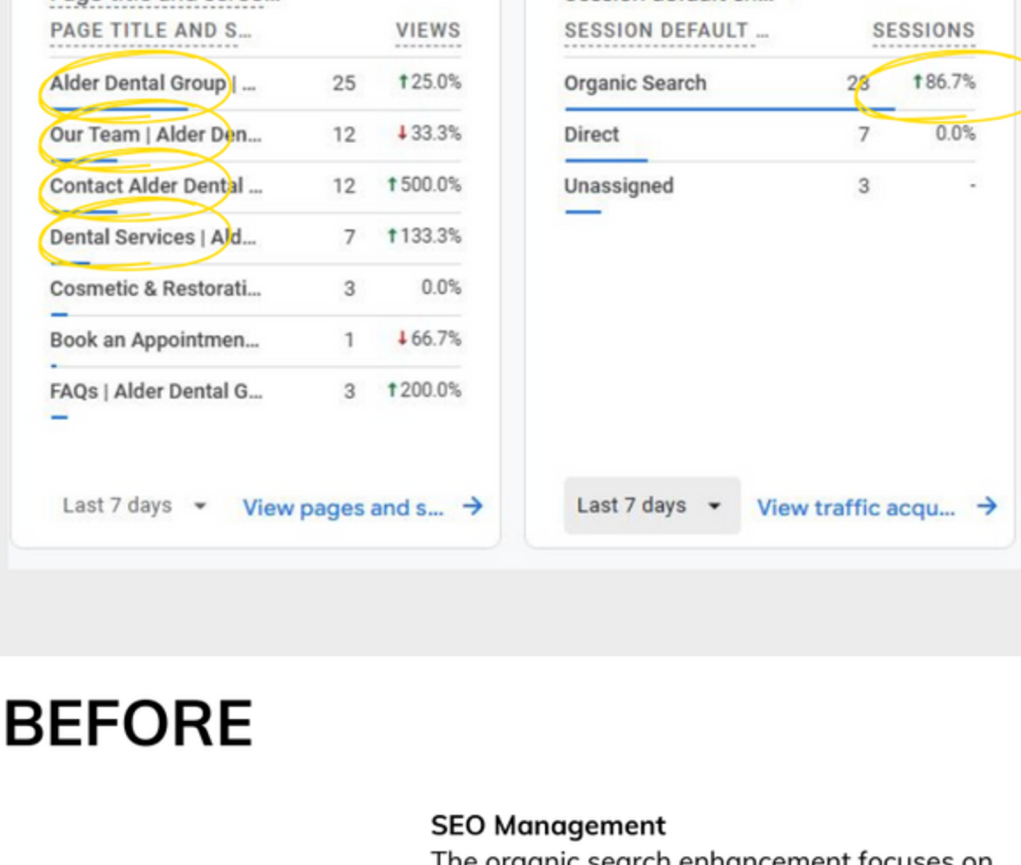
(Optimization Date: Dec. 30th)

Final Weekly Analytic Report

The final optimizations were able to increase the engagement rate of users coming to the site, reflecting content transparency. Utilizing engagement rate insights, the updates also helped to reach the right target audience that found the content useful. The direct link usage prompted amore users accessible platform and content.



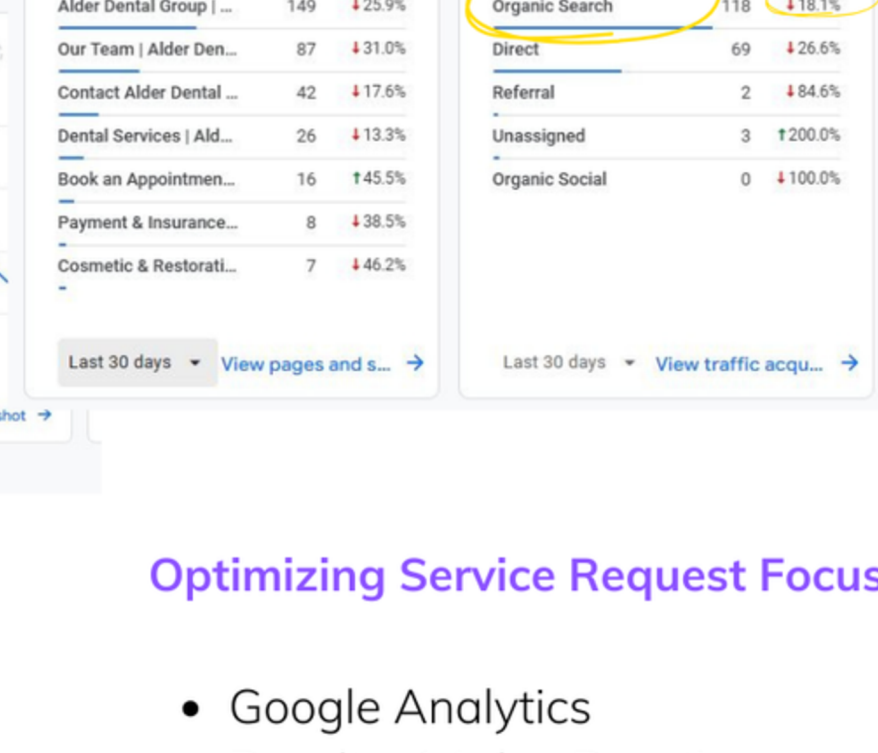
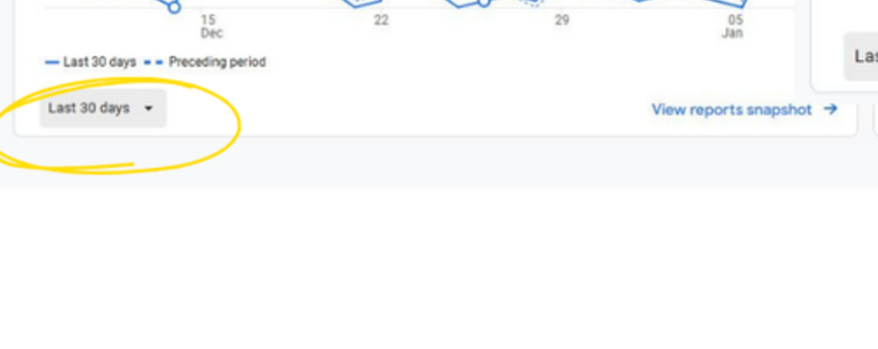
- Increased viewer average
- Increased overall organic search



OFF-SITE REPORT: BEFORE ENHANCE LOCAL OPTIMIZATION

After applying optimizations to increase user traffic, Google Analytics measures the growth results in comparison to the preceding period.

(Optimization Date: Dec. 16th)

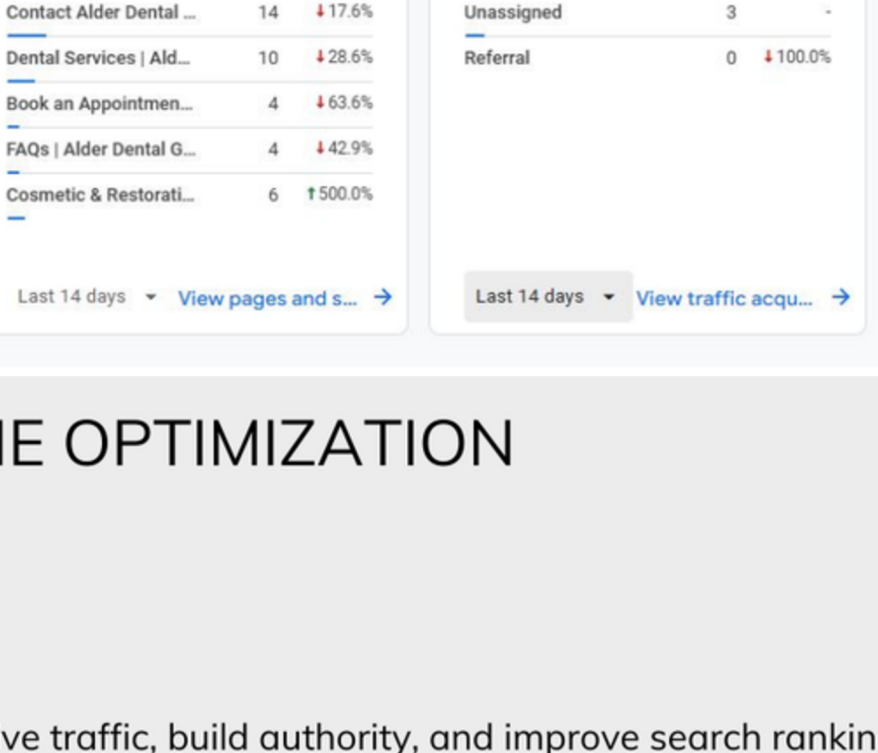


Optimizing Service Request Focus:

- Google Analytics
- Results: 14 day Duration

(Optimization Date: Dec. 30th)

- Content Relevance:**
- Tone of voice
 - Use the high ranking terms & words associated with the pages tracking high engagement rates
- Audience Accessibility:**
- Mention locations & titles
 - Internal & external Links
 - Page indexing (Google Search Console)

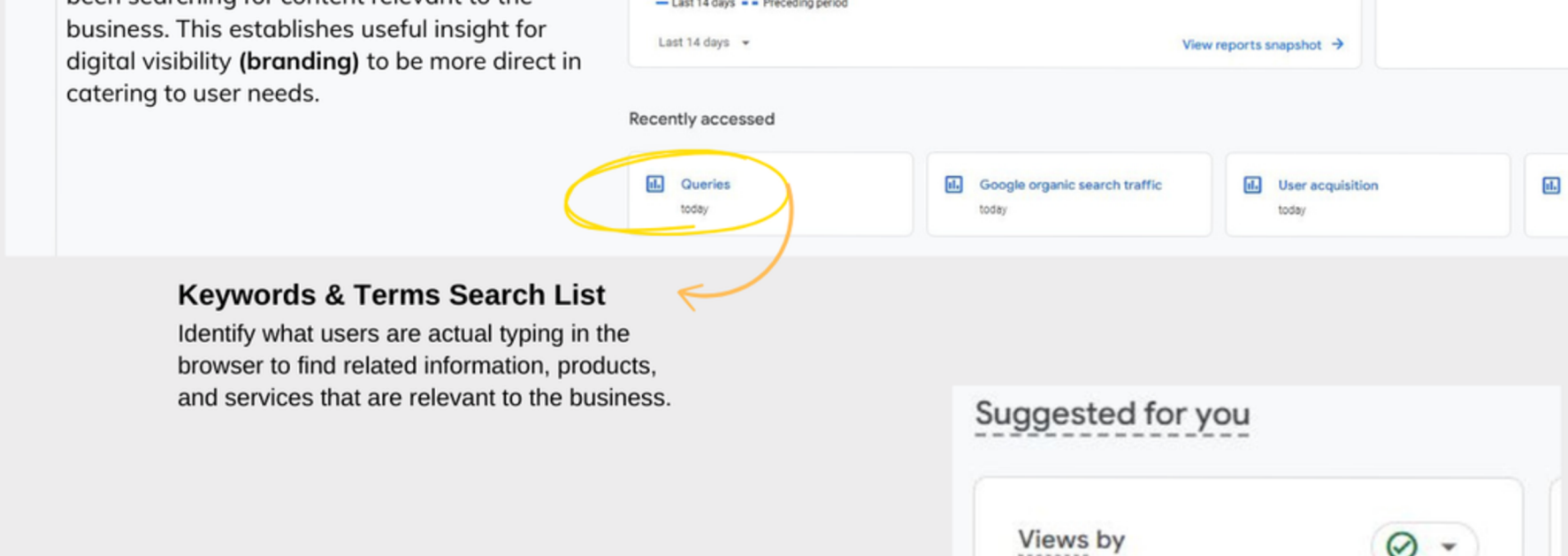


KEYWORD CORNERSTONE OPTIMIZATION

Optimizing Service Request Focus:

- Google Analytics
- Google Search Console
- Results: 30 day Duration

Drive traffic, build authority, and improve search rankings through optimizing Blog posts, Google My Business (GMB) posts, and website landing page content. Cornerstone keywords helps to connect with relevant audiences. Offsite signals like backlinks, local citations, and social signals ensure these optimized pieces are seen, shared, and ranked by search engines, reinforcing their relevance and reach.



Keywords & Terms Search List

Identify what users are actual typing in the browser to find related information, products, and services that are relevant to the business.

Landing Page Focus

Keyword cornerstone focuses on the top ranked landing pages that hold the highest website traffic.

Content to Optimize

- Blog post
- GMB post
- Landing page
- Google Ads
- Apps

... Regarding the topics of each high traffic landing page.

