

ONLINE EVALUATION FOR:

Company Name

Address

Phone

URL



P.O. Box 2430
Issaquah, WA 98027
(800) 597-1686
platypuslocal.com

SUMMARY

A Thank You From Platypus:

Thank you for purchasing an online business evaluation from Platypus.

This evaluation is meant to give you information regarding your current online presence. A Platypus Marketing Consultant will be contacting you to go over the information. We're here to not only help you understand where you're currently at, but we're also here to help you with your future online marketing needs.

Platypus suggests building your online presence in a calculated way. The foundation of a good online presence is an optimized website. After you have a website to point customer to, you can start focusing on business listings, social media, and search engine marketing. While having more online presence is always a good idea, Platypus can help you determine where your money will be best spent to have the largest impact.

Thank you,
The Platypus Team

Website

Since your current domain authority ranks 22 from 1-100, Platypus suggest reviewing your content to determine if there are improvements to be made for SEO keywords to increase your score. Optimizing your website by providing relevant SEO based content is really important as it will help you rank higher in google.

Business Listings

You have 16 missing providers. This means your business is not on 16 of business listings websites. Differing phone number was also found. Having wrong information on your phone number can be frustrating for your customers. Platypus can help potential customers find you by claiming all of your business listings and optimizing them.

Social Media

Facebook and Google+ were found to be setup but not link for this business. Linking social media to your site will improve your domain authority, as well as help with your SEO score- both of these will increase your rank on Google and make it easier for your customers to find you online. If you dont have Twitter and Youtube account, Platypus suggest setting one up for your company. Platypus can also create a unified, branded, message on all social media platforms.

Search Engine Marketing

There were competitors found for this type of business. This means competitors have actually invested in a Google AdWords campaign. Their estimated PPC ad budget ranges from \$814 to\$5.08k per month. Platypus can advertise your services through SEM. Also, offering a coupon in the ad could make SEM more powerful and could drive potential customers into the door.

WEBSITE EVALUATION

Why Does a High Ranking on Google Matter?

Increasing your domain authority doesn't happen overnight. If you want your business to achieve a higher organic ranking on Google, time is of the essence. Strategically optimized content, consistent updates to your website, and inbound and outbound links are all key components to increasing domain authority and achieving a top ranking on Google.

60% of all organic clicks go to the organic top 3 search results. (Business2 Community). If your business website is not naturally showing up in the top spots on Google after a general search, then your content lacks keyword density, which greatly affects domain authority. The good news? Platypus can not only help increase your domain authority, but we can also do it efficiently. Instead of just guessing what people might be searching for to find your business, we have advanced tools and a talented team of professionals that will create rich keywords to improve search engine optimization (SEO) within the content to achieve effective results.

With your consent, we will provide regular updates, so search engines will assess your website more frequently and rank you higher. Plus, if you have an established social media presence, we can help you obtain an even higher ranking by linking everything together.

Amount of Content:

Average words per page- 656

The average number of words on your website is 656. This number could be increased, but more importantly, Platypus suggests adding more SEO keywords to make your content easily found by search engines. This may mean adding additional content or rewriting your current content.

Domain Authority:

Current- 22

Domain Authority (DA) is based on a ranking scale from 1-100. The higher your domain authority, and the more likely your domain will rank high on search engines. Since your current DA is 22, we suggest looking at your content for SEO keywords to see if there are improvements to be made. We can also increase your score by linking to and from other websites and getting rid of broken links that may exist.

Code Quality:

Not W3C Compliant, Total of Errors Found- 222

There is a total of 222 errors and 70 warnings that were found on the 5 pages we tested. While not all errors are urgent, fixing these errors could help you rank higher on search engines, as well as enhance your user experience.

Because your website is not W3C compliant some web browsers may not be able to read this website correctly and it may not always display correctly.

WEBSITE EVALUATION

Connect and Communicate with a Video!

Video is one of the top forms of online engagement. Of course, it's important to include text for added information and SEO value, but a video can reach your customers on a more personal and creative level. Through a 30 second commercial, potential clients are able to visually grasp your company's values, products, and services. It connects to your target audience in a way other forms of communication can't. In fact, **71% of consumers say that video is the best way to bring product features to life.** (MULTICHANNEL MERCHANT, 2013). Connect with your online visitors and elevate your brand by providing an engaging and educational video.

Video:

Not Found

We were not able to find a video commercial for this site. Web video produced is such an important aspect of online businesses today. If you don't have time for commercial video production, then you are just not getting your priorities straight. Web video can be used for so many things in your business. It shows people how to do things, to introduce customers to your products and services and to help sell products on sales pages set up to receive traffic from e-marketing campaigns.

Headings:

Defined Headings Found

Out of the 5 pages we tested, all were found to use defined headings. Having defined headings is important as it allows visitors and search engines to summarize the content of web pages quickly. Your top 3 words are exchange, escrow and deferred which does accurately describe your company.

Images:

13% of images have defined size

It's our recommendation to code in width and height attributes to all images using CSS. Of the 5 pages tested 13% have the defined width and height attributes attached to them.

WEBSITE EVALUATION

The Importance of Mobile Optimization

Smart phones have become a part of American culture, so it's extremely important for your website to be mobile-optimized. The old saying, "Be where your customers are," rings true. Studies show that when consumers are on their phones they're looking for you! **50% of all mobile searches are conducted in hopes of finding local results, and 61% of those searches result in a purchase** (Search Engine Watch). Achieve better brand engagement and gain more traffic by ensuring that your website is mobile-optimized.

Mobile:

Not Mobile Optimized

The website appears to not be optimized for viewing on tablet and mobile devices. 50% of internet users use mobile devices as their primary internet source, it's extremely important for your website to be optimized for phones and tablets.

Meta tags:

Meta Description Found

This allows search engines to show this text in the search results page.

Currently Showing:

Page Titles:

100% Found

100% of the 5 pages tested have clearly defined titles. This is important as page titles appear in search engine results as well as at the top of the browsers window when visiting the site.

WEBSITE EVALUATION

Reinvigorate Your Website

A website should stay well-maintained and consistent with the updates and new trends of your business. Whether you update it with each new season, or just once a year, the process can be tricky and time-consuming.

The more frequently you update your website, the more often search engines will notice it. If your site contains relevant, keyword-rich content, whether it's through written text, video, or images, your domain authority will increase, which leads to a higher Google ranking. In addition, fresh, new content can lead to more engaging and timely social media communication and connection with clients.

Updating your website doesn't have to be a huge undertaking. An image refresh for your gallery of work; new service or product additions; staff or business announcements; or a new blog post are all beneficial ways to reinvigorate your site. These little changes will keep you stay connected to your current clients, drive more traffic to potential clients, and help establish your business online.

Updates:

Last update- June 15, 2013

It looks like this website was last updated on June 15, 2013. We suggest doing an update soon as possible. Websites that are updated on a regular basis are reviewed by search engines more often.

Analytics:

Found

Analytics are available on your website, which is essential to evaluating visitor behavior. Platypus can help you understand your analytics and help you make educated decisions based off what we find.

BUSINESS LISTINGS EVALUATION

Accurate Business Information Equals Results

20 percent of local searches return the wrong information(Yext). Current information, such as phone, address, and website is essential for business listings such as Yelp, Foursquare, Google, Yahoo or Bing. If the wrong information is listed, your customers won't scour the internet for the correct one. Chances are, they'll move to the next company on the list. Accurate business listing information is crucial to gain and retain customers.

My information is correct, now what?

If you've checked and everything is correct, then it's time to move on to optimizing your business listings. Optimization means you're adding photos, video and more detail about your business to generate more web traffic to this listing. This could include hours of operation, bios on your employees, and an "About Us" section.

Platypus helps you establish over 50 business listing sites. We understand the importance of current and correct information. We will revise any wrong information, as well as optimize your business listings for you.

Missing Providers:

16

This means your business is not on 16 of business listings websites. The top providers that are missing are listed below:

- ✓ Yahoo
- ✓ Foursquare
- ✓ LocalDatabase
- ✓ ShowMeLocal
- ✓ MojoPages
- ✓ Yellowise

Differing Phone Numbers:

1

Differing phone numbers can be frustrating for your potential customers. This is what we found:

(619) 583-XXXX Found On:
MapQuest

Differing Addresses:

None

Of the site that found listings, all addresses were found to be correct.

SOCIAL MEDIA EVALUATION

Think Social Media Isn't Important?

Think again, as **Facebook accounts for 15.8% of total time spent on the Internet.** (Rocket Post). Sure, some of that time is networking and catching up with friends, but much of that time is focused on purchase decisions. **80% of US social network users prefer to connect to brands through Facebook.** (State of Inbound Marketing).

Through Facebook, people are writing reviews, searching for services, connecting with brands, and reading what friends and family are saying about businesses.

Target audience is also in question, as the perception of social media is typically for a younger audience. Yet, recent research shows that the **fastest-growing age cohort on Twitter is 55-to-64 year-olds, up 79% since 2012. And the 45-54 age bracket is the fastest-growing group on both Facebook and Google+** (Fast Company). Social media is important, if not crucial to maintaining and elevating your brand.

Facebook:

Established

URL is set up. It looks to have a good amount of content and photos. Platypus always suggest posts rich in media, and focused around your products and services.

Twitter:

Not Found

We were not able to find a Twitter account associated with this business. If you have a Twitter account, it may not be optimized for searching. If you do not have a Twitter account we suggest setting one up for your company as it's a great tool for customer service and retention.

Google+:

Established

URL was found, but it doesn't look like there's much here. An active Google+ account can help with your SEO score as well as domain authority.

SOCIAL MEDIA EVALUATION

Blogs: More Valuable Than You Think

Blogs are important for your social media presence, as they link your website to your social media. This is extremely useful for customers as they are easily directed from one to the other. Blogs also strengthen domain authority, as it provides link backs to your website. Blogging is beneficial on an SEO basis, but it can also drive more traffic to your website. And if your blog posts are direct reflections of the products and services you offer, that means that the customer traffic is interested in something your business provides!

Companies that publish new blog posts 15+ times per month (3-4 posts per week) generate five times more traffic than companies that don't blog at all.

(NewsCred) While not every company needs to blog 3-4 times a week, We can help you assess what works for you business. We do everything based on analytics, so we can analyze results and provide solutions on how to achieve maximum results.

YouTube:

Not Found

We were not able to find a YouTube account associated with this business. If you have a YouTube account, it may not be optimized for searching. YouTube is a great way to engage your target audience in a platform that they're use to- video. According to YouTube stats, More then 1 billion unique users visit YouTube each month. That's a lot of eyes that could be looking at your business.

Blog:

Not Found

We were unable to find a blog on your website. A blog is a great way to produce content and help your SEO ratings, but it's always a great place to store content shared on your social media site. This way if you share an article it can link back to your site vs. another company's website.

SEARCH ENGINE MARKETING EVALUATION

Search Engines: The Starting Point of the Internet

As you might already know, search engines are the starting point for most customers. On average, **we conduct 12 billion searches per month on the web in the United States alone** (Comscore, July 2014).

Achieving an organic high ranking on search engines like Google can take time, and it often takes constant updates to build your domain authority. While domain authority is still important, your business can get listed in a top spot on Google with paid advertising. Some types of businesses are very competitive, and others can get away with smaller advertising expenses.

But no matter the business, we do our search engine marketing based on analytics. This means we'll work to find what makes the most financial sense for your budget and ROI.

Estimated budgets are based off of Google's historical data on price per click, keywords associated with your type of business and your location.

Your Evaluation:

Estimated Ad Spend: N/A
Estimated Average Position: 0.0

Competitor Evaluation:

Keywords Searched: "escrow business"

bankersescrow.com:
Estimated Budget: \$2,058 to \$5,082 per month

nationalsoftwareescrow.com:
Estimated Budget: \$1,908 to \$4,367 per month

jeanallenescrow.com:
Estimated Budget: \$814 to \$1,410 per month