



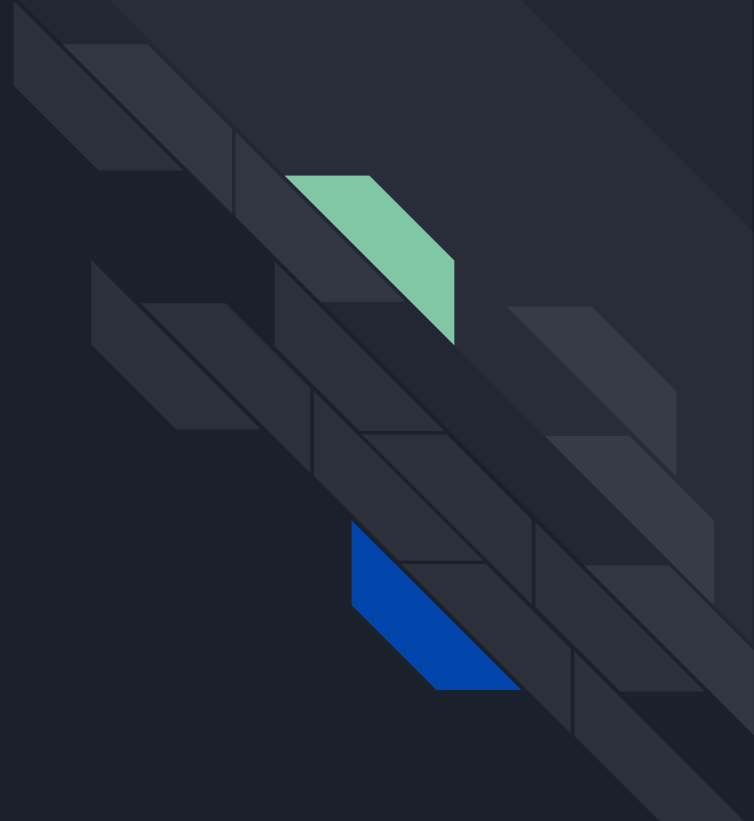
BigBusiness

WEBSITE REVIEW

[Intellitonic](#) | October 2017

Agenda

1. Goals
2. Strengths
3. Opportunities
4. Suggestions
5. Notes





BigBusiness Goals

Short-Term (6 months):

Groom BigBusiness.com to work better for their audience

(e.g. direct website pathways for three service offerings, connect with visitors on a more personal level, and modernize the look)

Long-Term :

Become *the* go-to structural engineering company

(first to mind for all stakeholders, esp. architects)



BigBusiness.com Strengths

1. A Google search for *related:BigBusiness.com* returns liked-minded competitors
2. Robots.txt file looks good
3. Site speed
 - a. Mobile: 67 / 100
 - b. Desktop: 76 / 100
4. All pages have header tags
5. Bounce rate at about 50%

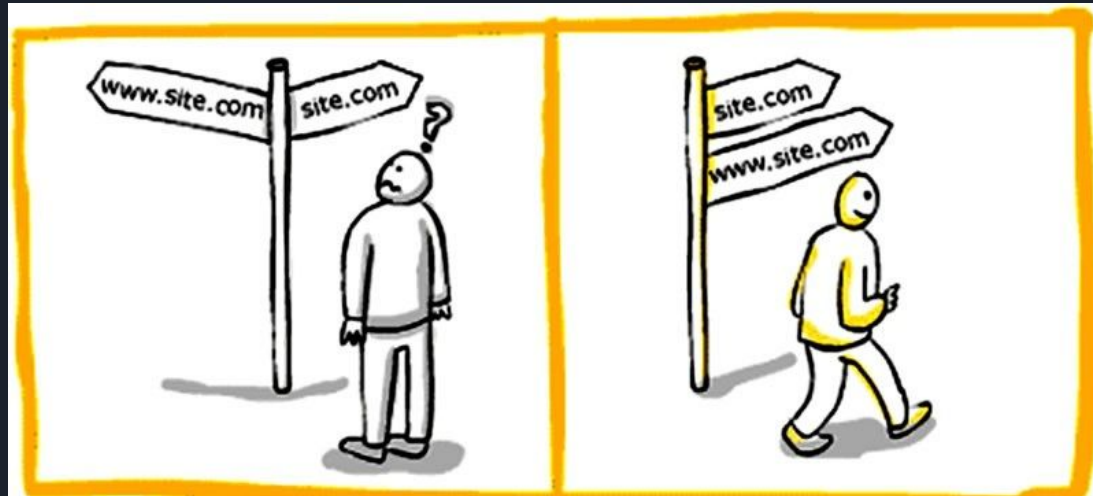
BigBusiness.com Opportunities



Two Major Issues

(1) Sitemap not found

(2) Canonicalization



Google Analytics

Sessions

1.46%
19,275 vs 18,998



Users

3.51%
9,917 vs 9,581



Pageviews

-5.98%
46,711 vs 49,680



Pages / Session

-7.33%
2.42 vs 2.62



Avg. Session Duration

-23.65%
00:01:32 vs 00:02:01



Bounce Rate

-5.44%
51.00% vs 53.94%



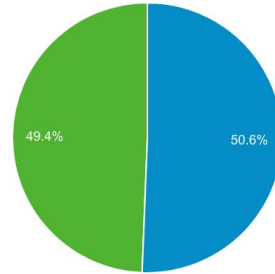
% New Sessions

1.65%
50.59% vs 49.77%

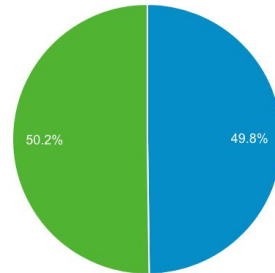


■ New Visitor ■ Returning Visitor

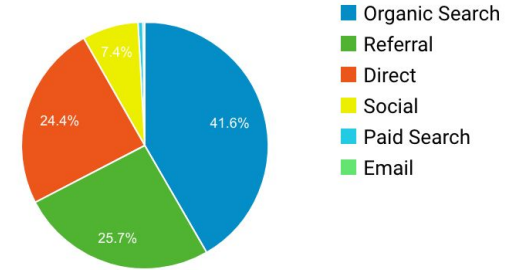
Aug 1, 2016 - Jul 1, 2017



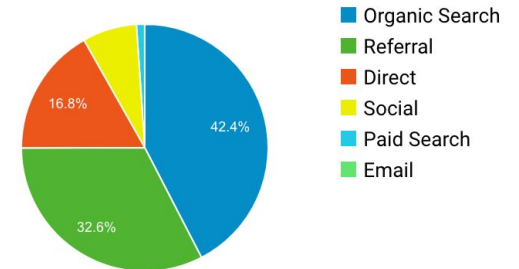
Sep 1, 2015 - Jul 31, 2016



Aug 1, 2016 - Jul 1, 2017



Sep 1, 2015 - Jul 31, 2016



Summary of Website Issues



1. Images: broken images and missing alt text
2. META: page titles and meta descriptions
3. Content: page length
4. Other: internal and external links

Images

- 455 images are missing alt text (on 358 pages)
- 7 images are broken (on 14 pages)



Okay alt text: ``

Better alt text: ``

Best alt text: ``



Meta Content

Page Titles

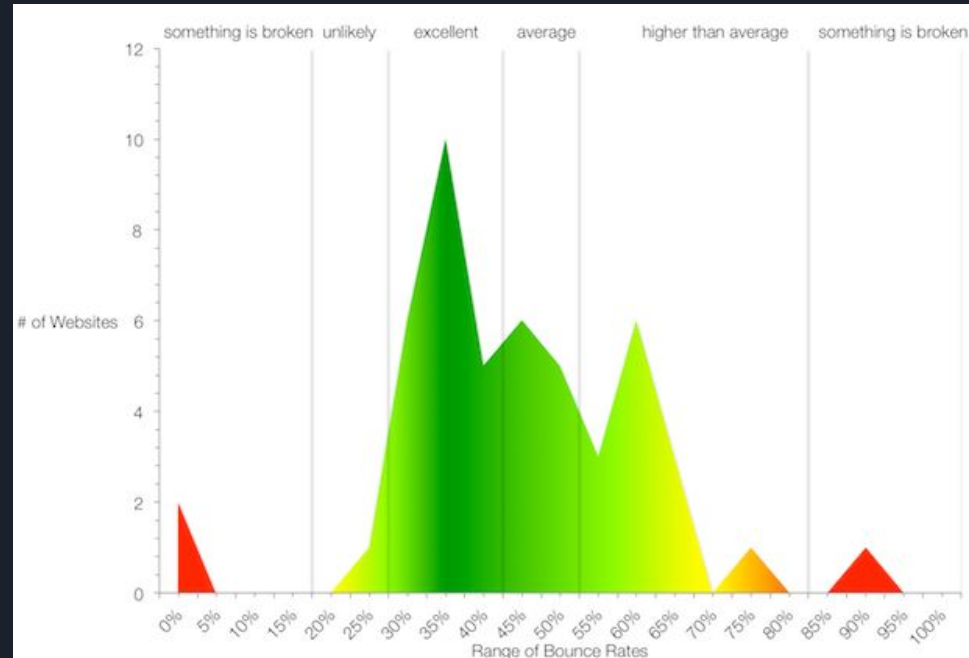
- All pages have an SEO page title
- 50 pages have duplicates
- 7 pages are too long or too short

Meta descriptions

- 0 are duplicates
- 42 pages are missing it altogether
- 297 pages are too long or too short

Content

- 207 pages have fewer than 250 words
 - 6 pages have duplicate content issues
-
- Top 25 pages have clean bounce rate
 - 14 pages under 40% bounce rate
 - 10 pages 41 to 65%
 - 1 page at 83%
- [/offices/santa-barbara-ca](#)





Content - Blogs

- 72 blog posts since 2015
- 39 blog posts have resulted in keyword rankings
 - 23 of those are project focused e.g. Mammoth Rock N Bowl
 - 11 are culture focused e.g. playing a game
 - 3 are general blog pages e.g. `blog?page=2`
 - 2 based on community happenings e.g. Port of Bellingham redevelopment
- Project related pages were more likely to result in more keyword rankings

	2015	2016	2017
January	-	1	3
February	-	4	1
March	-	2	0
April	15	0	2
May	5	0	1
June	4	1	1
July	3	6	0
August	1	3	1*
September	4	1	-
October	3	3	-
November	3	0	-
December	3	1	-
Avg	4.56	1.83	1.125



Links

Internal

1. Three broken links (404s)
2. 91 links missing anchor or alt text
3. 33 links use rel="nofollow"
4. What is this url??
<http://BigBusiness.com/norde/14>

External

1. 15 broken links (404s)
2. 15 links missing anchor or alt text
3. Trust Flow: 12 / 100
4. Citation Flow: 11 / 100



Local SEO

- San Luis Obispo, CA 93401 (68%)
- Santa Barbara, CA 93101 (65%)
- Bend, OR 97703 (53%)
- Bellingham, WA 98225 (47%)
- Pasadena, CA 91106 (23%)
- Tahoe, NV 89423 (19%)
- Oakland, CA 94612 (18%)
- Directories e.g. Sustainable Connections



Target Keywords

- Describe your business at a “forest” level
- Should be used throughout your web content to consistently remind search engines of your core focus
- Speak to people who already know what your business is (i.e. structural engineering company) but not necessarily who you are (i.e. BigBusiness)



Current 1st & 2nd page keyword rankings

Current first page ranking keywords

1. BIGbusiness (1, 2, 3, 4, 5, 6, 7, 8)
2. Business engineering (2,3,4)
3. Hotel serra (3)
4. Serra hotel (6)
5. Civil & structural engineering (7)
6. Matt tropp (9, 11)
7. Mount baker tunnel (10)
8. Bellingham engineering (10)
9. business.com (10)

Current second page ranking keywords

1. BigBusiness staff (11)
2. BigBusiness careers (13)
3. Tour of homes bend oregon (14)
4. Where is the garlic capital of the world (15)
5. Mammoth rock and bowl (15)
6. BigBusiness se (15)
7. BigBusiness engineering (18)
8. Mammoth rock n owl (18)
9. Slo engineering (18)
10. BigBusiness barbara (18)
11. BigBusiness university california (19)
12. Charles BigBusiness (19)
13. BigBusiness fox architect (19)



Target Keywords

Keyword	avg. monthly searches	competition
civil engineering companies	100 – 1K	0.25
BigBusiness and BigBusiness engineering	10 – 100	0
best structural engineering companies	10 – 100	0
civil engineering agencies	10 – 100	0
civil engineering consulting services	10 – 100	0
civil engineering private companies	10 – 100	0
private civil engineering companies	10 – 100	0
small civil engineering companies	10 – 100	0
structural design companies	10 – 100	0



Blog Topic Ideas

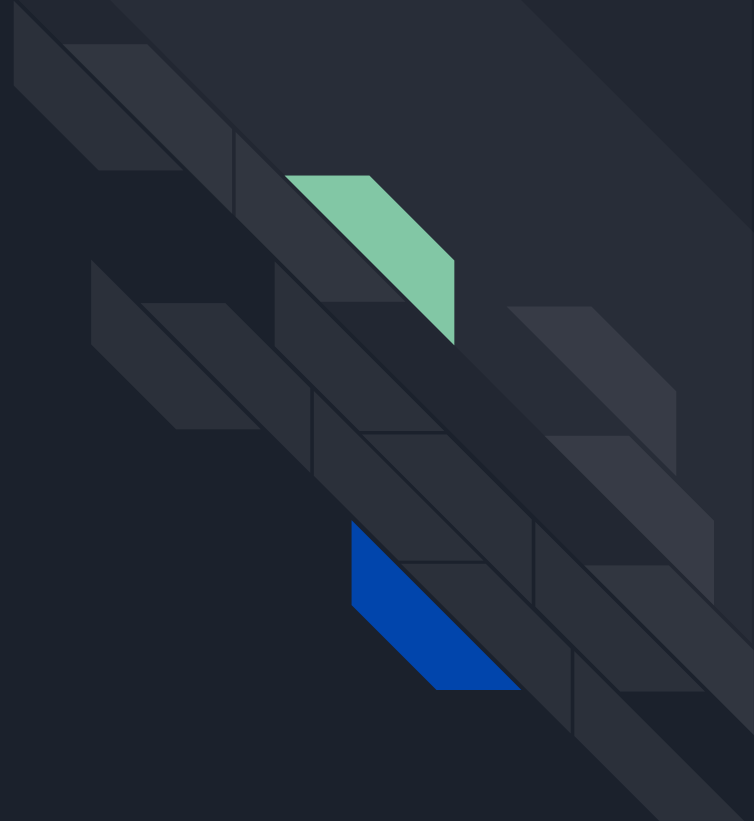
- Construction Engineering, Commercial Building (7)
- Mixed Use (6)
- What is Civil Engineering? (6)
- Firms in California (5)
- What is Structural Engineering? (5)
- Public Works (5)
- Renewable Energy Projects (4)
- Sustainable Development (3)
- Water (3)
- Engineering for Custom Homes (3)

- Environmental Engineering (3)
- Earthquake Structural Engineering (2)
- Emergency Structural Engineer (1)
- Home Projects for Engineers (1)
- Foundation Structural Engineer (1)
- Home Structural Engineer (1)
- Stormwater (2)

Other

- Highlight each service (structural, civil, construction, & water)
- Highlight projects done in each location
- Guest blogs!

Suggestions



Suggestion: Paid Social Ads

Types of Ads

- Boosted ads
- Remarketing lists

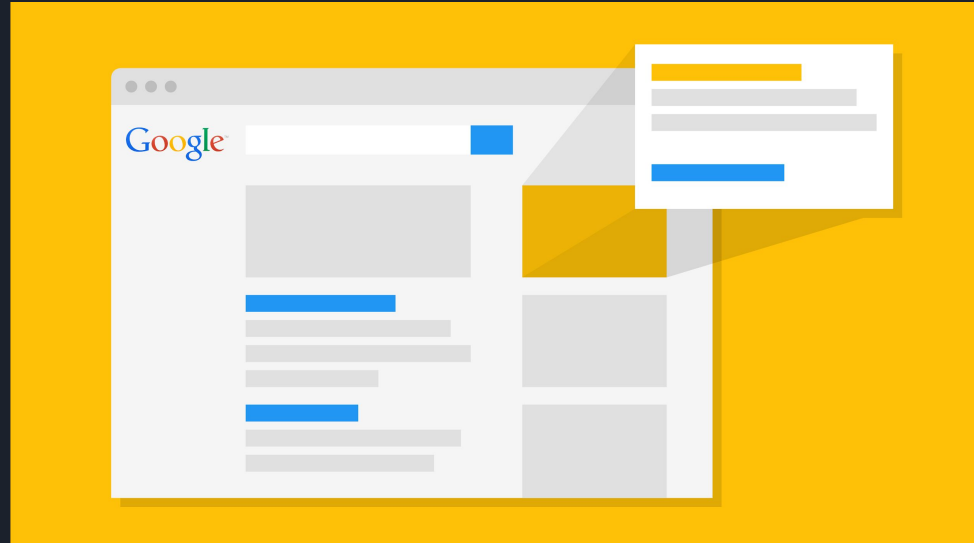
Platforms

- Facebook
- LinkedIn



Suggestion: Paid Search Engine Ads

- Google AdWords
- Bing





Suggestions - High

1. Fix broken images
2. Update page titles and meta descriptions to include keyword research and adhere to length suggestions
3. Add more content and keyword targeting to pages less than 250 words, preferably 500 if possible
4. Don't waste your time on culture blog posts and stick to actual projects
5. Fix broken links and missing anchor text for internal and external links
6. Increase number of backlinks pointing to your website from trustworthy companies, vendors, etc.
7. Utilize keyword research throughout your website to continue to improve keyword rankings and traffic
8. Add sitemap
9. Resolve for www.BigBusiness.com or BigBusiness.com and update to https:// (before October)



Suggestions - Medium

1. Set-up goals in Google Analytics for phone call and email tracking
2. Update image alt text using keyword research (while still accurately describing the image)
3. Blog more often
4. Include a call-to-action or link to key page in blog post e.g. "Contact us"
5. Write blogs based off the blog topic ideas
6. Contact vendors, associates, etc. to write guest blogs
7. Update incomplete, inconsistent, and duplicative local listings
8. Increase page speeds
9. Make phone numbers on website clickable
10. Make email address on website clickable - add location specific emails?



Suggestions - Low

1. Use Annotations in Google Analytics
2. Use Google Campaign URL Builder to better understand traffic
3. Use Facebook and LinkedIn boosted ads to target new demographics and better understand how they use the website
4. Upload remarketing lists to Facebook and LinkedIn to stay top of mind
5. Add Google AdWords and / or Bing to your marketing mix
6. Use the Google Campaign URL Builder to track paid ads
7. Brainstorm location and market specific directories



To Attain BigBusiness Goals

Short-Term (6 months):

Groom BigBusiness.com to work better for their audience

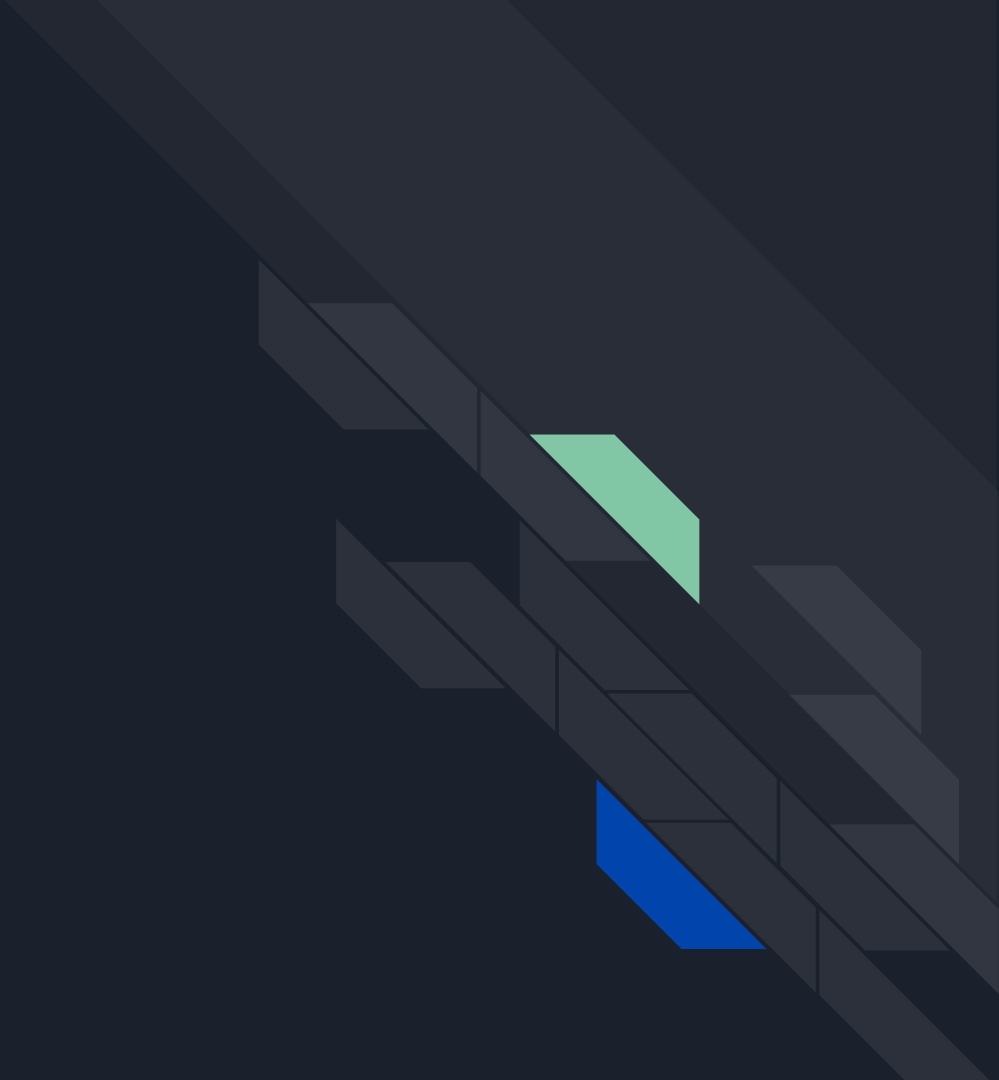
1. More blogs about projects and processes
2. Lengthier page content for clarity
3. Increase site speed for mobile and desktop

Long-Term :

Become *the* go-to structural engineering company

1. Utilize keyword research throughout website
2. Update page titles and meta descriptions
3. Update local SEO
4. Build backlinks with trusted sources

Notes





Tools Used

1. Lucky Orange (mouse-tracking software)
2. Google Analytics (to review website data)
3. Google Keyword Planner (for keyword research)
4. Raven Tools (website audit tool)
5. SEMrush (to review organic keyword rankings and traffic)
6. Majestic (to determine trust and citation flows)
7. ScreamingFrog (to review page titles and meta descriptions)
8. Google Page Speed Insights (to review site speed)



Audiences

1. Home builders
 - a. Single-family, ranch style home
 - b. Single-family, high-end home
2. Mixed-Use Commercial Projects
3. Public Sector (roads, improvement, piping)
4. Architects
5. Builders

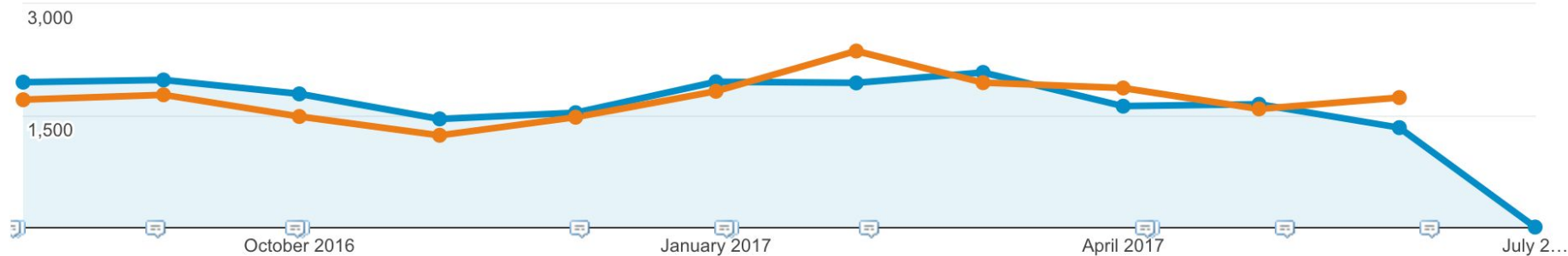
Google Analytics

Sessions ▾ VS. [Select a metric](#)

Hourly Day Week **Month**

Aug 1, 2016 - Jul 1, 2017: ● Sessions

Sep 1, 2015 - Jul 31, 2016: ● Sessions





Heat Map Data

Most common paths

1. Home → Contact (4.17%) → Blog (3.91%) → Firm Profile (1.56%)
2. Blog → First post (24.32%) → Next (5.41%)
3. Firm Profile → Services (4.0%) , Blog (4.0%), or Contact (4.0%)