



SEO-SOCIAL-MARKETING

Rassin Roshan

February 13, 2014

www.seo-social-marketing.com

Internet Marketing: Website Audit

- **On-Page Optimization**

- Choose Keywords: Primary & Secondary
- Page Title: 70Ch & 2 long-tail kw; |; HP & CP ok for bus name
- Meta Description: Google search results Page Title; max 150; explain why visitor should stop by; No KW stuffing
- URL: Should include primary KW; Each KW should be separated by (-). Exp: www.seo-social-marketing/farsi-seo

... SEO Website Audit ...

- **Heading Tags:** H1 heading tag that incorporates the primary kw, should align w/page title.
- **Page Content:** Use your primary kw a few time. Bold & underline once. This shows relevancy, also use secondary kw.
- **Add a Call-to-Action:** Website or Blog needs 1 CTA in eyesight CTA can help SEO by creating an internal link on your website to a specific landing page. (CTA's are images/infograph; optimize the image filename & alt tag.) – Use downloads White Pages
- **Internal Link:** Use primary kw as anchor text to link to specific page. 1 or 2 links on related pages.

SEO Website Audit ...

- **Image:** File name should be separated by dashes (-); ALT Text should match file name, without dashes. Exp: Rassin-roshan.jpg; rassin roshan
- **Meta Keywords:** Google & Bing don't use this as a part of their algorithm. Smaller search engines still might. Use your primary & secondary keywords.

Website Audit

- **Off-Page Optimization**

This is more a strategy on how you want to use all the tools outside your website.

Exp: Social Media (FB, LinkedIn, Google Places, G+, YouTube, Pintrest,...)

Exp: Forums, Link Exchange (create other relevant sites)
Blog, Engage conversation askville.com,
Testimonial,

Exp: SEM/PPC

Click to Action

- A CTA can be a word, link, or a linked image. Design CTAs to be eye catching, no scroll. Exp: Learn More, Free Ebook, Click here.



Tools

- Google Analytics
- Google Adwords
- Keyword Spy: (competitor URL)
- PRWeb
- Content (create white pages)

- Interests
- Geo
- Behavior
- Technology
- Mobile
- Custom
- Visitors Flow
- Acquisition
- Behavior
- Conversions

All Visits
100.00%

Overview

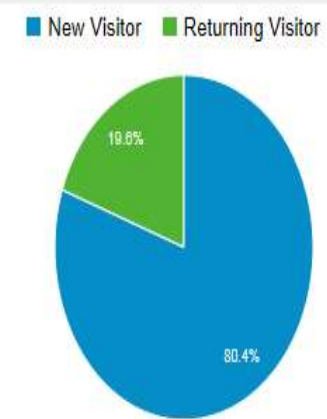
Visits vs. Select a metric

Hourly Day Week Month



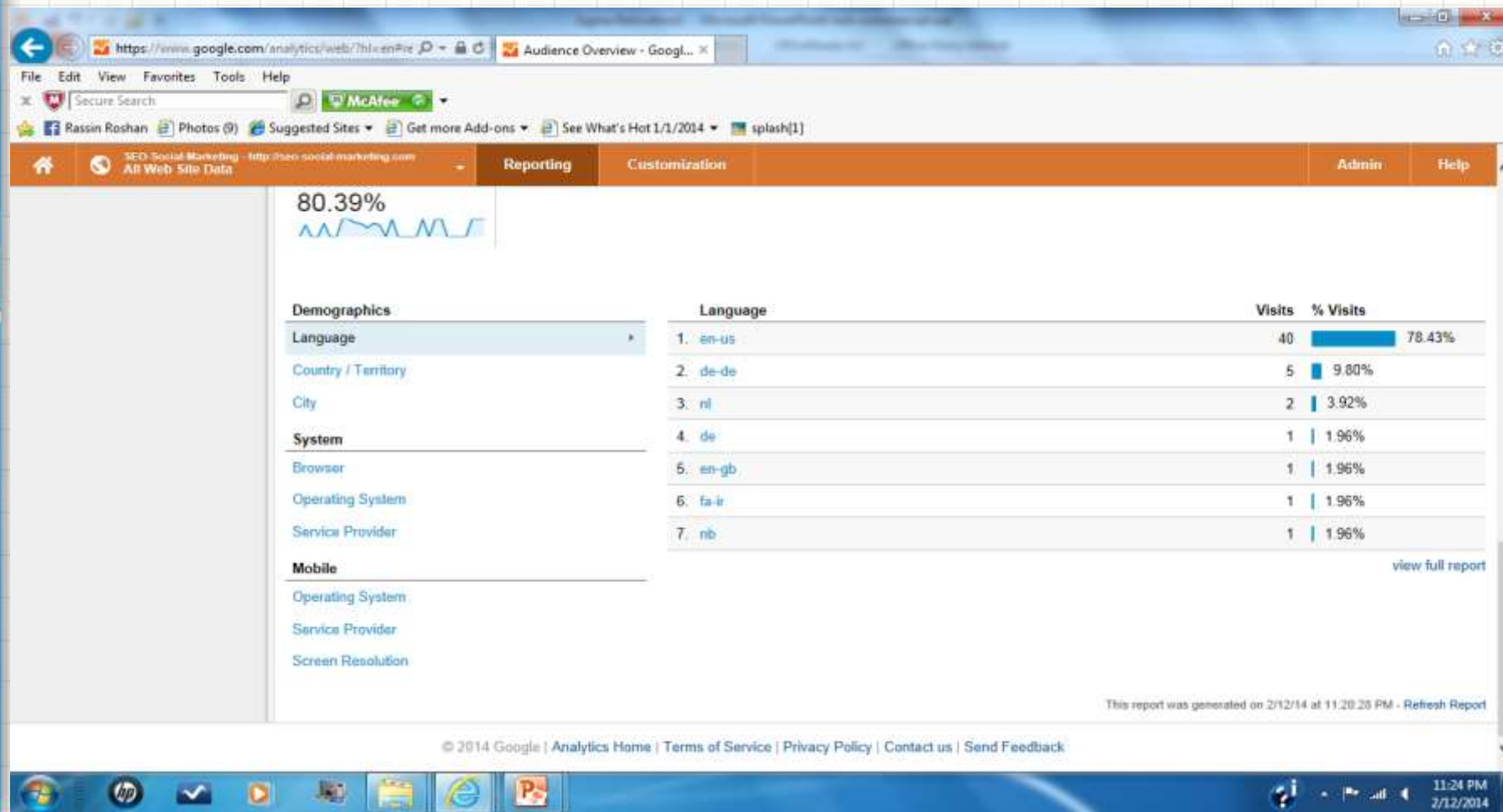
41 people visited this site

Visits 51	Unique Visitors 41	Pageviews 196
Pages / Visit 3.84	Avg. Visit Duration 00:03:28	Bounce Rate 13.73%
% New Visits 80.39%		



Where & What?

- English-US 40V, 78.43%; German-DE, 5V, 9.8%; Netherlands, 2V, 3.92%; France & Iran, 1V, 1.96%



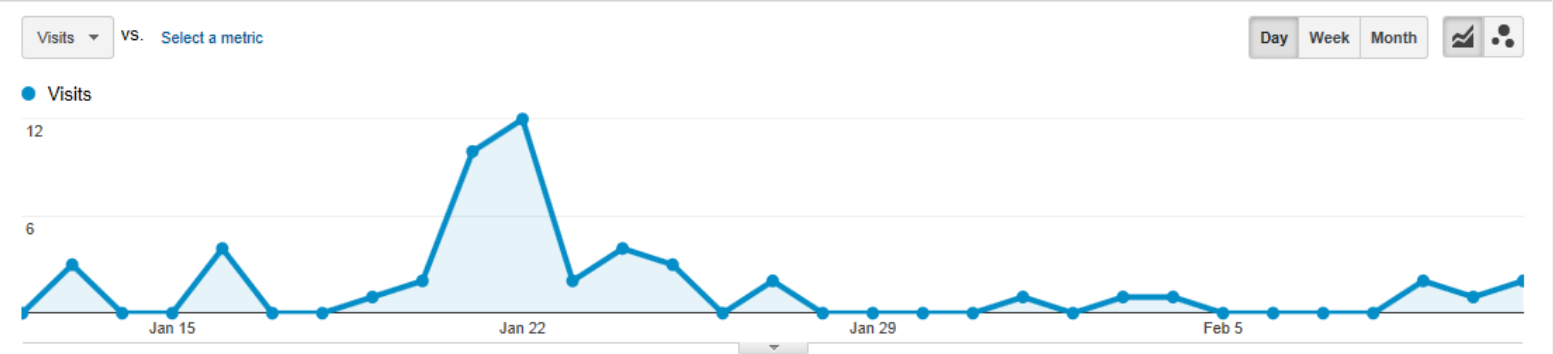
Google Analytics

- Audience:
 - Demographics (overview, age, gender)
 - Interests (overview, affinity category, in market segments)
 - Geo (language, location)
 - Behavior (new vs returning, frequency, engagement)
 - Technology (browsers & OS)
 - Mobile (devices)
 - Custom (custom variables, **user defined**)

User Defined

- Interests
- Geo
- Behavior
- Technology
 - Browser & OS
 - Network
- Mobile
 - Overview
 - Devices
- Custom
 - Custom Variables
 - User Defined**
- Visitors Flow
- Acquisition
- Behavior
 - Overview
 - Behavior Flow
 - Site Content
 - Site Speed
 - Site Search
 - Events
 - AdSense
 - Experiments

Summary [Site Usage](#) [Goal Set 1](#) [Ecommerce](#)



Primary Dimension: [User Defined Value](#)

Plot Rows Secondary dimension Sort Type: Default

	Acquisition			Behavior			Conversions Goal 1: website		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	website (Goal 1 Conversion Rate)	website (Goal 1 Completions)	website (Goal 1 Value)
<input type="checkbox"/> User Defined Value	51 <small>% of Total: 100.00% (51)</small>	80.39% <small>Site Avg: 80.39% (0.00%)</small>	41 <small>% of Total: 100.00% (41)</small>	13.73% <small>Site Avg: 13.73% (0.00%)</small>	3.84 <small>Site Avg: 3.84 (0.00%)</small>	00:03:28 <small>Site Avg: 00:03:28 (0.00%)</small>	80.39% <small>Site Avg: 80.39% (0.00%)</small>	41 <small>% of Total: 100.00% (41)</small>	\$41.00 <small>% of Total: 100.00% (\$41.00)</small>
<input type="checkbox"/> 1. (not set)	51	80.39%	41	13.73%	3.84	00:03:28	80.39%	41	\$41.00

Used Devices: Apple iPhone, iPad, Nokia Lumia 822, Samsung GT, Samsung SGH

Browser: <https://www.google.com/analytics/web/?hl=en#re> | Tab: Devices - Google Analytics

File Edit View Favorites Tools Help

Secure Search | McAfee

Rassin Roshan | Photos (9) | Suggested Sites | Get more Add-ons | See What's Hot 1/1/2014 | splash[1]

SEO-Social-Marketing - http://seo-social-marketing.com | All Web Site Data | Reporting | Customization | Admin | Help

Primary Dimension: Mobile Device Info | Mobile Device Branding | Service Provider | Mobile Input Selector | Operating System | Other

Plot Rows | Secondary dimension | Sort Type: Default

Mobile Device Info	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	website (Goal 1 Conversion Rate)	website (Goal 1 Completions)	website (Goal 1 Value)
	11 <small>% of Total: 21.57% (51)</small>	90.91% <small>Site Avg: 80.39% (13.08%)</small>	10 <small>% of Total: 24.39% (41)</small>	36.36% <small>Site Avg: 13.73% (164.94%)</small>	2.73 <small>Site Avg: 3.84 (-29.04%)</small>	00:00:12 <small>Site Avg: 00:03:28 (-94.23%)</small>	63.64% <small>Site Avg: 80.39% (-20.84%)</small>	7 <small>% of Total: 17.07% (41)</small>	\$7.00 <small>% of Total: 17.07% (\$41.00)</small>
1. Apple iPhone	6	83.33%	5	33.33%	2.17	00:00:02	66.67%	4	\$4.00
2. Apple iPad	2	100.00%	2	50.00%	6.00	00:00:58	50.00%	1	\$1.00
3. Nokia Lumia 822	1	100.00%	1	0.00%	2.00	00:00:01	100.00%	1	\$1.00
4. Samsung GT-I9300 Galaxy S III	1	100.00%	1	0.00%	2.00	00:00:01	100.00%	1	\$1.00
5. Samsung SGH-T989 Galaxy SII	1	100.00%	1	100.00%	1.00	00:00:00	0.00%	0	\$0.00

Show rows: 10 | Go to: 1 | 1 - 5 of 5

This report was generated on 2/13/14 at 12:02:18 AM - Refresh Report



umovefree.com

United States

Search

Domains Keywords Destination URLs Ad Copies

Category

Domain: umovefree.com

Overview Ads (1,245) PPC Keywords (1,119) Organic Keywords (14,680) Competitors (2,574) Sub-Domains



Statistics

Daily Ad Budget:	\$123		PPC Ad Copies:	1,245
Total Clicks/Day:	141		PPC Keywords:	1,119
Average Ad Position:	6.69		PPC Competitors:	2,130
Average Cost/Click:	\$0.87			

PPC Overview

Keywords (1,119)	Position	Competitors (2,130)	Keywords
dallas uptown homes	10	Rent.com	106,167
rent in arlington tx	5	ApartmentWIZ.com	1,101
carrollton rentals	7	ForRent.com	41,337
for rent burleson	2	ApartmentHomeLiving.com	49,116
desoto tx apartments	3	rentmoney.com	23
rent in denton tx	6	apartmentguide.com	78,008
lewisville texas apartment	5	Apartments.com	50,018
cedar hill rentals	2	MyNewPlace.com	16,371
uptown dallas tx apartments	13	ApartmentData.com	0
denton apt	4	Moveforfree.com	544

[View More »](#)

[View More »](#)

Domain: sigmarelocation.com

Overview Ads (0) PPC Keywords (0) Organic Keywords (6) Competitors (47) Sub-Domains



Paid Keywords		Organic Keywords	
Keywords found:	0	Keywords found:	6
#Competitors:	0	#Competitors:	50
#Ad Copies:	N/A	Average Position:	N/A

PPC Overview

No Results Found

Organic Overview

Keywords (6)	Position	Competitors (50)	Keywords
group sigma	8	books.google.com	13,486,892
relocation group	7	thebestof.co.uk	186,962
relocation llc	18	perfectstart.co.uk	16
sigma dallas	20	satsu.co.uk	69
dallas texas relocation	19	groups.google.com	1,378,901
the association of relocation agents	15	aegeansoft.com	71
	0	iiug.org	3,938
	0	bhifgroup.com	27
	0	ordinarycrop.co.cc	9
	0	stata.com	18,578

[View More >](#)

[View More >](#)

Domain: **umovefree.com**



[Overview](#) |
 [Ads \(1,245\)](#) |
 [PPC Keywords \(1,119\)](#) |
 [Organic Keywords \(14,680\)](#) |
 [Competitors \(2,574\)](#) |
 [Sub-Domains](#)

PPC Competitors



Organic Competitors



Search Results: 1 - 10 out of 2,130 PPC Competitors

Search Results: 1 - 10 out of 444 Organic Competitors

No.	Domain	PPC Keywords	No.	Domain	Organic Keywords
1.	Rent.com	106,167	1.	move.com	165,098
2.	ApartmentWIZ.com	1,101	2.	apartmentratings.com	345,413
3.	ForRent.com	41,337	3.	apartmentguide.com	144,544
4.	ApartmentHomeLiving.com	49,116	4.	rent.com	212,318
5.	rentmoney.com	23	5.	aptselector.com	58,300
6.	apartmentguide.com	78,008	6.	apartmentwiz.com	8,226
7.	Apartments.com	50,018	7.	mynewplace.com	161,945
8.	MyNewPlace.com	16,371	8.	apartments.com	81,430
9.	ApartmentData.com	0	9.	rentsmart.com	942
10.	Moveforfree.com	544	10.	moveforfree.com	13,139

You are viewing only 20 results out of 2,574
To view more, please [Upgrade your Account](#)