



Sample Online Marketing Analysis for: Local Attorney, Santa Cruz, CA

(<http://www.samplelocalattorney.com/>)

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1. Search Engine Ranking Report

Explanation:

82% of customers search online when looking for a local service provider. The three primary search engines used by consumers are Google, Yahoo, and Bing. Google has a 70% market share amongst search engines, so they represent a bulk of the searches being performed by your prospective customers.

The following chart shows the most popular search terms (Keywords) for your given location and industry. The second column shows the number of monthly searches for each keyword within Google. The three remaining columns show your website's current ranking within each search engine. The goal should always be to achieve as many #1 rankings as possible. Any ranking higher than 10 indicates that your website is not on the first page of search results and therefore is much less likely to be found by your prospective clients.

Results:

Keyword	Monthly Search Volume	Google	Yahoo	Bing
Santa Cruz Attorney	3,600	32	18	26
Santa Cruz Lawyer	1,600	-	36	-
Santa Cruz Law	1,000	-	-	-
Santa Cruz Attorneys	720	26	22	29
Santa Cruz Family Law	260	-	19	23
Capitola Attorney	140	-	-	-
Santa Cruz Law Firm	73	18	24	31
Total Monthly Searches:	7,293			

Recommendations:

The seven search terms evaluated total an average of **7,293** searches per month by prospective clients. This indicates a significant opportunity for enhanced exposure to prospective clients if you can achieve top rankings.

If the objective of your website is to generate new business, then we strongly recommend engaging in a Search Engine Optimization (SEO) program. With the proper optimization your site can achieve much higher rankings in the search engines, which will give you exposure to the 7,000+ searches being performed each month for your services.

2. Link Report

Explanation:

Search Engine Optimization is the process of trying to achieve high placement in the search engine results. The previous section demonstrated your current placement in the search engines. Now we

will start to look at *how* you can improve your search engine rankings.

We will now look at how many sites from around the internet are linking to your site. These links are referred to as “Inbound Links.” Google and the other search engines place a great emphasis on Inbound Links because they assume that a site with a substantial amount of quality inbound links must be a well respected website. The Link Report below shows how many sites on the internet are linking to both your website & your competitor’s sites:

Results:

Web pages	Inbound Links
www.samplelocalattorney.com	31
www.competitor#1.com	3086
www.competitor#2.com	1357
www.competitor#3.com	322
www.competitor#4.com	1756
www.competitor#5.com	234

Recommendations:

As you can see from the chart above, your website has a lot of room for improvement in regards to obtaining inbound links. Increasing the number of quality inbound links will result in a dramatic improvement in your search engine rankings.

Link building is a core aspect of any SEO strategy. Implementing an SEO program is the best long term solution to increase the number and quality of inbound links to your website.

If you are looking for a quick boost in the search engine rankings then you might also want to consider investing in a few paid directory submissions, such as the Yahoo Directory, Best of the Web, and Business.com. The number of inbound links is less important than the *quality* of inbound links. Links from the directories listed above are highly valued and will give a quick boost to your search engine rankings.

3. Website Analysis

This section will take a look at the following aspects of your website:

- i. **Technical Overview**
- ii. **Usability & Marketing**

Technical Overview

This is a high level overview of the technical problems found on your site:

Overview	
Problem	# of problems
Broken links	-
Internal	-
External	-
Broken anchors	-
Internal	-
External	-
Slow pages	103
Deep pages	-
Old pages	-
Missing Titles	1
Pages with Missing Image Attributes	-
Missing Metadata	1
META Keywords	Not checked
META Description	1
Total:	105

Recommendations:

Other than some slow load times, there aren't any significant technical problems with your website.

Usability

- Overall, I found the navigation on your site to be clear and straight forward. From a usability point of view there are no significant problems.

- There are no clear usability problems, but the site feels very static and would benefit from updated content, multimedia and other elements which could improve user engagement.

Marketing

- Your home page (and the entire site, for that matter) seems to lack a compelling message. What is your unique selling proposition? Why should your potential clients choose you instead of a competitor?
- No clear call to action. Your website should have clear business objectives. Right now I see some basic information about your company and services. However, there is no clear call to action. Every page should have a clear call to action. This may be getting a user to sign up for an email newsletter, fill out a form, or place a phone call to make an appointment.
- No user engagement elements. Users today want more than a “brochure” style website. Multimedia elements such as video have proved to dramatically improve conversion rates.
- No social media presence. You don’t need to spend hours each day on Facebook or Twitter. However, you do need to realize that your web presence must reach beyond your website. Your website should be seen as one hub within your overall online presence. If you are not interested in engaging in social media outlets like Facebook and Twitter at this time then this can be as simple as adding links on your site to your profile on Yelp, Avvo, and LinkedIn.
- No social proof. We are firmly entrenched in the era of the user review. Don’t be afraid to ask for client testimonials and post them on your site.

Conclusion

Your website is in need of an update. I would recommend starting by installing Google Analytics, which will track your user behavior. This will give you concrete data so that you can evaluate how many users visit your website, how they find it, how often they return, and much more. After evaluating a month or more of data you will have a better idea of your website’s true performance.

Your industry is one that gets significant search volume in Google and other search engines. If you are serious about gaining long term exposure and reaching new customers then a Search Engine Optimization program is the best way to go. You can also opt for online advertising. This is a good way to generate an immediate stream of traffic. However, doing either SEO or advertising without optimizing your website to engage and convert potential customers may be a wasted effort.

Please feel free to contact us if you have any questions regarding this report or if you would like to schedule a consultation. Thank you,



www.LocalWebMarketer.com
ethan@LocalWebMarketer.com

Twitter: SantaCruzSEO

(831) 275-0249