



Prepared for

[REDACTED]  
[REDACTED] **Inspections**

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### ***Attention***

These sections are ordered in terms of **what we've seen** help inspectors the most, as well as what Google guides as the **most heavily-weighted** given that other sections aren't deficient. Each area of SEO has the potential to greatly help or hurt you.

# OVERVIEW

As a Digital Marketing Specialist at Spectora, I've extensively gone through the [Google Webmaster Guidelines](#) and [Search Quality Rater Guidelines](#) to advise you on industry best practices. **Think of these as the Standards of Practice for digital marketing.** These documents outline what search engines, agents and customers are looking for, what not to do, and the habits that correlate with higher rankings and traffic.


Digital marketing today is complex and multifaceted. Google and other search engines have made major changes in recent years to prevent "gaming the system". Their algorithms have evolved to where SEO is no longer a tactic or "trick you do" to rank higher, but rather a result of **consistent, diligent attention to many aspects of online marketing.**

**You can get more traffic, more phone calls, and more inspections by paying attention to the areas outlined in this Online Presence Review.**

If you need help implementing our recommendations, Spectora offers several [tiers of service](#) to assist you with your digital marketing needs. We also offer custom agency services, such as web development and consulting. [Contact us](#) for more details or to request a custom quote.

# LEGEND

Here's how to read each section:

SECTION NAME	
	<i>Your grade for each section is shown to the left, with individualized comments and recommendations below. A brief description of each section is displayed in this box.</i>

Grades can be interpreted as follows:

- A** - You are excelling compared to your peers in this area. Keep it up!
- B** - You are better than most inspectors in this area. Small tweaks will help get to an A.
- C** - You are average in this area. Attention needed for improvement.
- D** - You are underperforming your peers in this area. Serious attention needed to gain visibility.
- F** - Section is non-existent or immediate attention needed, and you are at risk for penalty.

## RECOMMENDATIONS

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- All recommendations have been individually researched & personalized for your business and locality.

# SUMMARY

The biggest concern going forward is your site not passing Google's mobile-friendly test. This needs to be addressed to have a chance to capture more leads.

I outline the **thousands in search volume opportunity** being missed by not showing up at all in local search. Improving your Moz Local score of 13 is key to this. We can also improve your page 2 and 3 rankings for home inspection related searches.

Your site's Domain Authority score of 34 can be improved on with a focus on **link building** and **creating content** that others will link to.

Overall, I love the look and feel of your site. Your branding is simple and professional. Your layout, navigation, design and color schemes are easy to look at and use.

I know you're keeping plenty busy with realtor referrals. I've included some recommendations to connect with more realtors for when you're ready. We are firm believers in balancing agent referrals and customer direct business so you're not completely dependent on a small group of agents.

## Opportunity

How many people are searching for home inspection related keywords **each month**?

Littleton, CO ~ 1,280

Denver Metro Area ~ 3,000

(Source: Google Keyword Tool)

[Here is a link](#) to a spreadsheet with the keywords I've compiled for searches your area.

***Based on the findings in this OPR, I recommend [Spectora's Pro or High Growth package](#). Depending on how aggressive you want to be in growing your business, your online visibility would benefit from either level of service.***

# CONTENT



*Content is one of the top 2 ranking factors in Google's ranking algorithm. Content refers to the quality and relevance of your website pages, blog, emails, social media, & images - everything you present to the public.*

[Google has stated](#) that content and links are the top 2 factors for ranking higher. This means that consistently producing useful, quality information will help drive more traffic and business.

Your site has very well-written content that can be expanded on. Having city specific landing pages and a blog could serve you well in establishing expertise and authority in Google's eyes.

## RECOMMENDATIONS

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- ❑ All of your service pages under the menu item "Inspections" should be expanded to have more in-depth information and resources
- ❑ Create city specific landing pages for surrounding cities like Denver, Centennial, Englewood, Highlands Ranch, etc. *\*Included in Pro*
- ❑ Add a blog on your site - Google promotes sites that produce quality information
  - ❑ Publish at least 1 blog post per month *\*Included in High Growth*
  - ❑ Alternatively, create pages on your site that target the keywords people are searching for in your city *\*Included in Pro*

# LINKS



*Links are one of the top 2 ranking factors in Google's ranking algorithm. They are often the difference in ranking above your competition, so this should be a priority to invest in.*

I'm showing you have **3 sites** that link to yours - 2 Homegauge sites & Nachi. The 4th referring domain listed, Swan Realtor Group, has removed the link.

Ahrefs is a site that crawls links and assigns a Domain Rating (DR) based on how valuable those links are. **Your Domain Rating is currently a 34.** We'll want to see that number rise as you get more links to your site.

## Denver Home Inspection, Littleton Home Inspector

[\[redacted\].com/](#)

Ahrefs Rank<sup>i</sup>

40,146,847

UR<sup>i</sup>

9

DR<sup>i</sup>

34

Backlinks<sup>i</sup>

5

Live 6

Referring domains<sup>i</sup>

4

Live 3

## RECOMMENDATIONS

- ❑ Check out all of the websites of real estate agents that have referred you and see if they have a "preferred partners" or "local pros" page - Ask for a link to your site

- ❑ Create a page on your site highlighting some quality local contractors and/or agents in your network - Reach out to the ones you link to and let them know. This often results in them linking back.
- ❑ Create and fully fill out profiles on popular and often-crawled sites like Yelp, Thumbtack and HomeAdvisor
- ❑ Consider investing in consistent link building and competitor analysis with our High Growth package



# ON-PAGE OPTIMIZATIONS



*This section refers to your usage of optimal keywords and cities in important places on your site.*

*Are you being penalized for keyword stuffing? Should you be targeting a different city?*

I like your natural use of keywords and local city. A slight tweak to which city you're targeting could help send Google clearer signals.

You are targeting Denver with your on-page text and title tags. This is common where most inspectors fill their site with instances of the largest nearby city. **The actual location of your business** is where you will have the greatest chance of ranking highly. Google knows where you're located anyway, so putting Denver in your title tags won't help you rank in Denver by itself. This is where a city specific landing page complements this nicely.

You can most likely get a bump in rankings for searches in and around Littleton by making some slight tweaks to your titles, meta descriptions and on-page content to target Littleton. *Remember, dominate your local area first. Then build out.*

## RECOMMENDATIONS

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- ❑ Amend your title tags to include more instances of Littleton. You can still keep Denver in your on-page content to let agents and customers know you service the metro area but title tags are valuable space that Google's crawlers see first.

*\*Included in Pro*

❑ Ex: Home Page - Littleton Home Inspector | [redacted] | Inspections

❑ Do the same for title tags across your whole site

- ❑ Re-write your home page meta description to include what your unique value is. This is what customers will see in search results under the blue link to your site.  
*\*Included in Pro*

[redacted]: **Denver Home Inspection**  
www.[redacted].com/ ▾  
[redacted] Inspections provides complete home inspections in the Denver area. ... [redacted]  
Inspections is locally owned and operated out of Littleton, ...

- ❑ Here is an example of one that ranks above you that does a nice job of mentioning the metro area and Littleton, a FREE warranty and some certifications.

**Comfort Home Inspections - Littleton, Highlands Ranch, Lone Tree**  
<https://www.comfortinspections.com/> ▾  
Comfort Home Inspections in the Denver Metro Area including Littleton. FREE 90 Day Limited Home Warranty. Radon Testing. ASHI, NAHI and NEHA Certified, ...

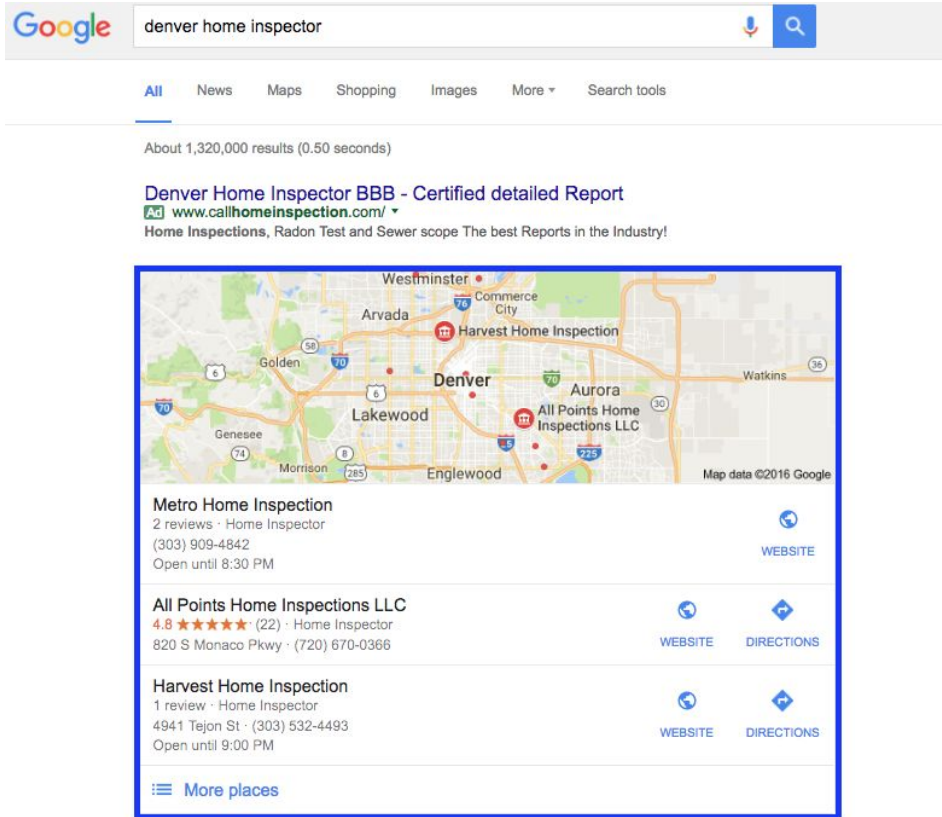
- ❑ Add the location and a link to the review (if it's from a third party site) on your testimonials page
- ❑ Add target keywords to your headers and in image alt tags *\*Included in Pro*

# LOCAL SEO



*Inspectors that rank in the local “3-pack” tend to get a steady stream of business from customers searching for their own inspector, as well as agents looking for new inspectors.*

*Local SEO refers to the map results that show when someone searches for a home inspector or radon test. Links from local sites, reviews and your business location are all highly relevant factors for showing up here.*



You have zero visibility here, probably due to the fact you don't seem to have Google My Business set up. [Here is how to get started doing this.](#)

Location and reviews play a big part in showing up in local search, so we need to get you in the game here.

[Moz Local Score](#) - 13% (A measure of how complete your local listings are)



## RECOMMENDATIONS

- ❑ Read up on [how Google determines local rankings for home inspectors](#)
- ❑ Set up a Google My Business profile and fill it out completely with cities and zip codes you want to target
- ❑ Create at least 5 profiles (aka citations) through large directories that Google relies on for information like YellowPages, Bing, Yahoo, etc. *\*Included in Pro and High Growth packages*
- ❑ Get more Google and Yelp reviews by emailing happy customers! You'll be able to send them a link directly to where they can leave a review. *\*Included in basic package*
- ❑ As I mentioned above, create local landing pages on your site with local resources, statistics, maps, guides, etc.
- ❑ Getting a few links to your site from local businesses is huge for ranking higher in local SEO *\*Included in High Growth package*

# RANKINGS



*This section refers to where your site ranks both locally and organically for common search terms.*

*A smart marketing campaign starts with knowing where you stand today. Below are rankings from our tool that simulates searches from your local area.*

You local visibility is non-existent, so this needs attention. A focus on this can get you in front of many more potential customers and agents.

## Local

**Local = Where you rank on the local map that shows 3 inspectors on page 1, then 20+ more when you click "More places"**

No local rankings to report on. This should be a priority to get on the map.

## Organic

**Organic = Where you rank under the local map. There are 10 links (in blue) per page.**

[home inspector littleton] - 18  
[littleton home inspectors] - 16  
[denver home inspection] - 26  
[home inspection denver] - 30  
[denver radon gas testing] - 13

## RECOMMENDATIONS

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- Put in the time (or money) to consistently nail the advice given in this OPR because higher rankings, more clicks and more business correlate with doing all of this!

- ❑ Monitor your rankings on a quarterly or monthly basis to track progress *\*Included in Pro and High Growth packages*

# REVIEWS



*Reviews play a large role in Google's local ranking algorithm. Actively asking for them should be a part of your routine, or you should use a system to automate getting reviews.*

Outside of your on-site testimonials, I don't see any third-party reviews. On-site testimonials are good, but those can be cherry picked. People nowadays like to see third-party reviews. They trust them more.

## RECOMMENDATIONS

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- ❑ Create profiles on Google My Business and Yelp
- ❑ Send your satisfied customers and agents links to each profile, requesting a review *\*Included in basic*
- ❑ Show these on your testimonials page and link to those reviews

# DESIGN / USER EXPERIENCE



*This section refers to the layout of your site, colors, arrangement of visual elements, calls-to-action (CTAs), navigation, & page speed. These all play a role in whether visitors choose to call you or not.*

*Google states that a poor user experience impacts search result rankings.*

I love your simple and clean layout and design. It's professional and easy to navigate.

## RECOMMENDATIONS

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- ❑ As a best practice, your Request a Free Quote CTA (Call-to-Action) should be a button with a color that stands out
  - ❑ If you want the phone call to be your primary CTA, then this could be changed to "Call For a Free Quote"
- ❑ Testimonials is spelled incorrectly in the navigation and on the page.



# TECHNICAL



*This section refers to how Google crawls and indexes your site.*

*[Google crawls, indexes and serves webpages](#) to the world by crawling links around the web. Your site needs to have the proper code to ensure [Googlebot](#) is not blocked from seeing your site.*

*Your site also needs to be mobile-friendly, as 50+% of all searches are now done on a mobile phone. Google's main spokesperson [recently stated](#) that if your site does not pass their mobile-friendly test, then you may not even be listed in search results!*

- [Google's Mobile-Friendly Testing Tool](#) says your site is **not mobile-friendly**. They have stated that this is an increasing ranking factor as more people use mobile devices.

Google Search > Webmasters > Mobile Friendly Websites

### Mobile-Friendly Test

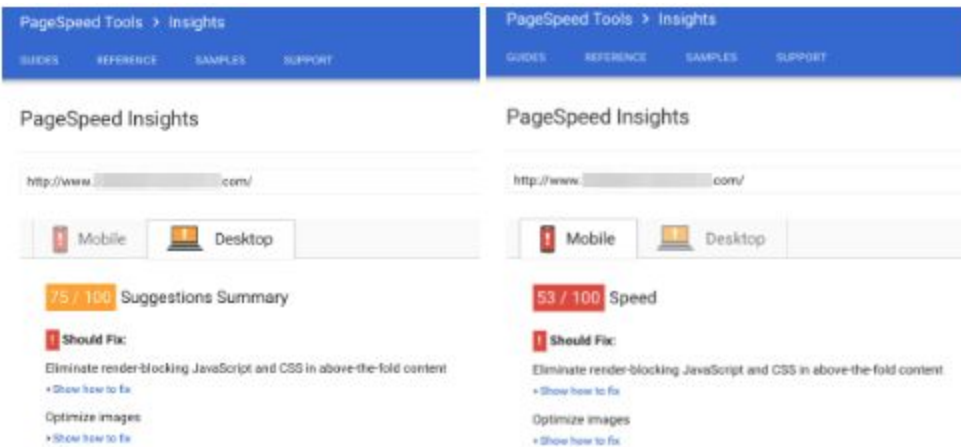
http://www. .... com/

**Not mobile-friendly**

Page appears not mobile-friendly	How Googlebot sees this page
<ul style="list-style-type: none"><li>✗ Text too small to read</li><li>✗ Mobile viewport not set</li><li>✗ Links too close together</li></ul>	<p>This page uses 5 resources which are blocked by robots.txt.</p> <p>Does this screenshot look incorrect? <a href="#">Learn how to let Googlebot view the page correctly.</a></p> <p><a href="#">Show resources</a></p>

- Google [has 28 pages](#) of your site cached in their index. This seems about right given what I visually see
- 0 broken links on your site. Good work.

- Google's PageSpeed Tool (Linked) shows your desktop page speed at **75/100**, and mobile at **53/100**. [Google has stated](#) this can impact rankings.



- This is a view (Linked) of how Googlebot is seeing your home page. This should be addressed. This could be hurting your rankings since this is how Google sees your site.
- No 404/503 page errors, and no redirects

## RECOMMENDATIONS

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- Contact a developer to get your site to pass Google's mobile-friendly test ASAP  
*\*Contact us for more details*
- Use the links above to see fixes to troubleshoot page speed issues

# SOCIAL MEDIA



*This refers to your social media presence on major, well-known platforms.*

*While social media isn't a big ranking factor, it certainly has uses that can indirectly help your SEO efforts and bring in more clients. This is especially true when you get into effective Facebook advertising.*

I didn't find any social media profiles.

## RECOMMENDATIONS

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- ❑ Create and fully fill out social profiles on Facebook, Twitter, Google Plus, and LinkedIn at a minimum with service areas, certifications, services, UVP, etc. These help Google validate your business information as they crawl the web.
- ❑ Link to your home page from each social platform's business description section
- ❑ Take 5 minutes a day to post something useful or helpful to each platform. Preferably it links to a page on your site but it can also be helpful articles from other credible sources.
- ❑ Facebook has a powerful advertising platform where you can target active home buyers or agents in certain areas, demographics, etc. This can drive more customer leads and agents at a smaller cost than Google AdWords. *\*Contact us for more details.*

# MARKETING TO REALTORS

*We know Realtor referrals are a big part of this business. This section is intended to give you modern ideas from a Realtor's perspective on how to get more agents into your network.*

## RECOMMENDATIONS

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- ❑ Office presentation best practices
  - ❑ Make sure to get agent's business cards, not just give yours
  - ❑ Follow up with personalized emails mentioning something specific about them, their site, and/or service areas
  - ❑ Make sure to follow & connect with them on social media
- ❑ If office presentations aren't working, [here are a few alternatives](#)
- ❑ On your site, create content that **agents would share** with their clients - think buying guides, home improvement resources, seasonal maintenance tips, etc.
  - ❑ Then send this to your realtors with a personalized intro
- ❑ Check on popular sites like Zillow and Redfin for agents that advertise in your area. Research their site, connect with them on social and send a personalized email asking them to try you out. *\*Agent Builder included in High Growth*
- ❑ Consider investing in targeted Facebook advertising - This can be extremely effective in getting your UVP in front of agents in your market. *\*Contact us for more details*