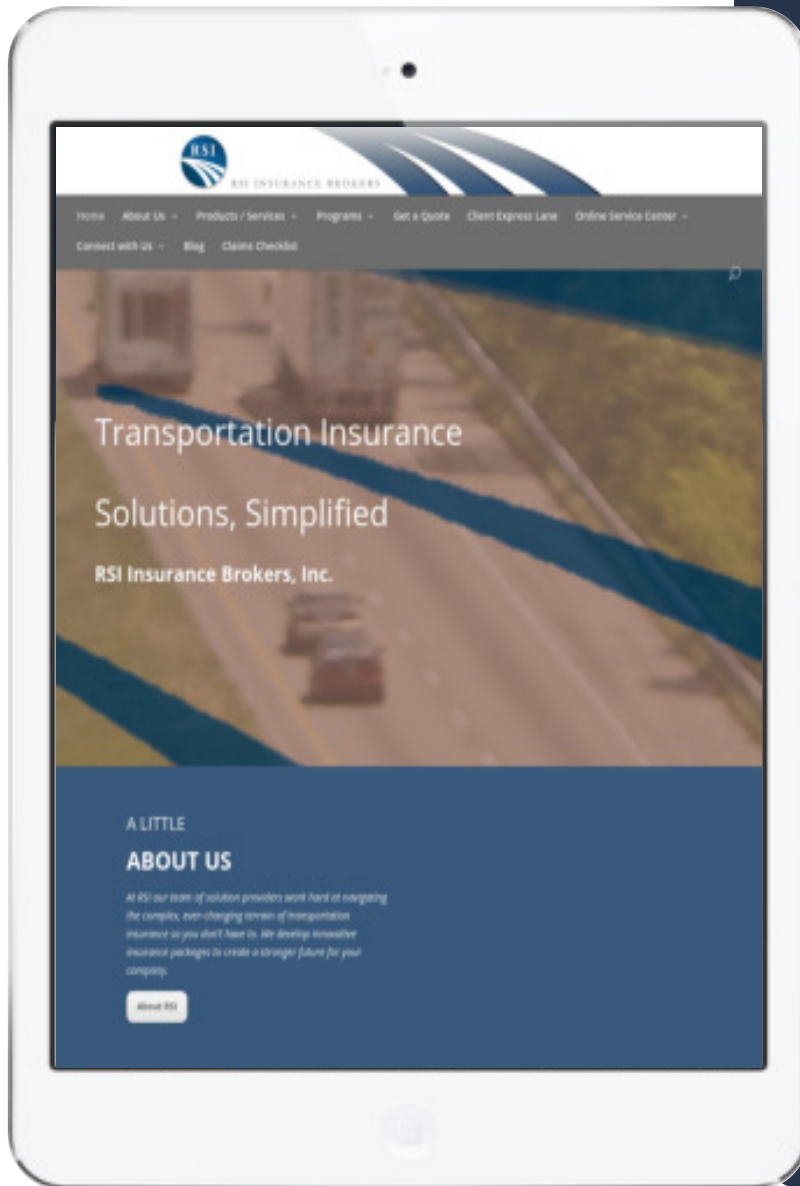


# WEBSITE AUDIT REPORT



Report Content  
Last Updated  
Jun 05, 2018



Local Visibility



Local Reviews



On-Page  
Optimization



Off-Page  
Optimization



Social  
Media



Keywords  
Report

## RSI INSURANCE BROKERS

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- ☎ 800-828-5273

# Website Score Overview

## On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

## Mobile Friendly Website

Checks whether your website is responsive.

## Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

## Off-Page Optimization

This section checks the strength of your domain using metrics such as Domain Age & Expiry, number of pages indexed by Google and Bing.

## Visibility

Monitor 30+ Directories and Industry Review Sites for your Business.

## Reviews

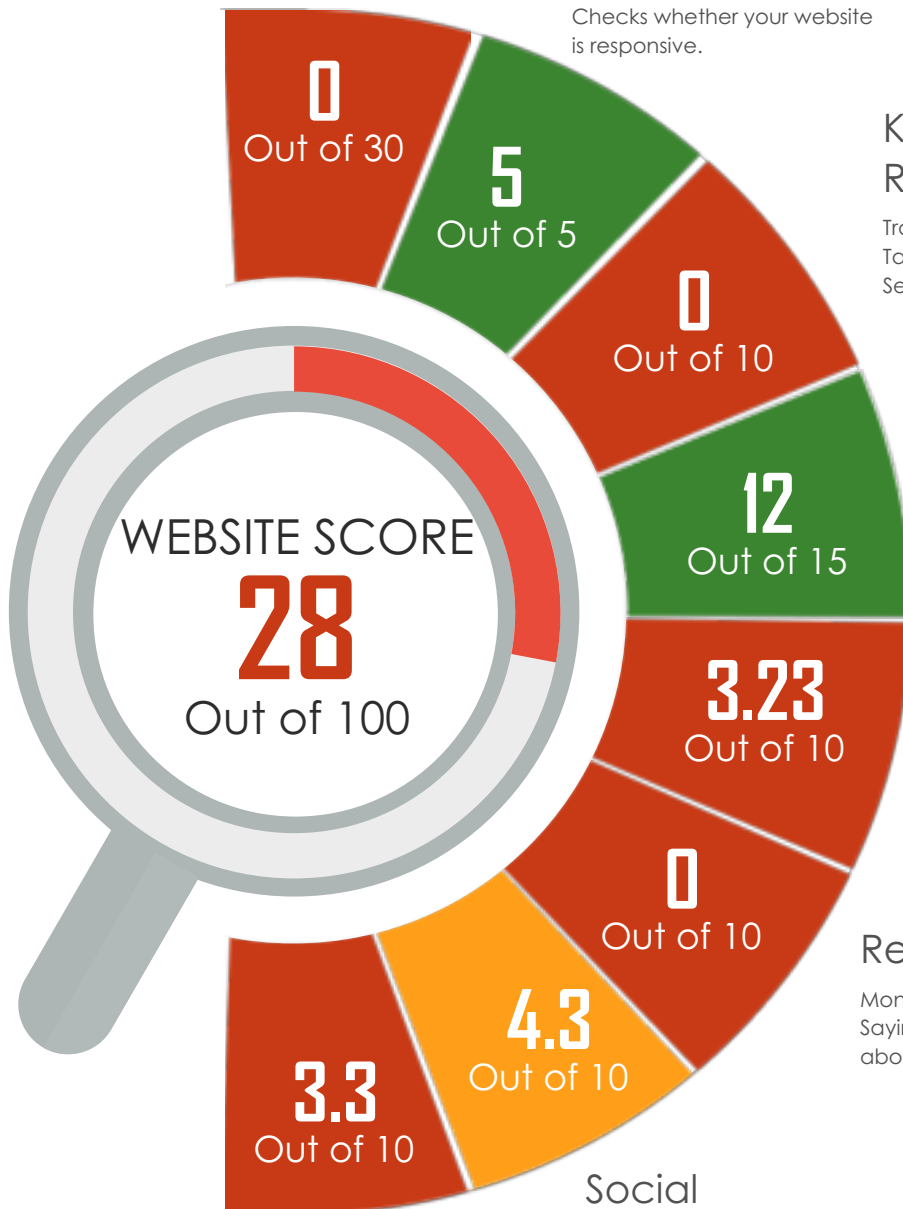
Monitor what Customers are Saying on Top Review Sites about your Business.

## Social

Monitor your Social Activity across Major Platforms and even Compare it with the industry average.

## Competitor Analysis

Analysis of how your website compares with 3 other competitors.



WEBSITE SCORE  
**28**  
Out of 100

## 6 High Priority Problems

17 Duplicate Title

44 Google Analytics Code Missing

17 Title Too Short

0 Page Title Missing or Empty

44 Description Missing or Empty

44 Schema Tags Missing

18 H1 Tag Missing

## 0 Medium Priority Problems

0 Slow Pages

0 Non SEO Friendly Urls

0 Title Too Long

0 Duplicate Meta Description

0 Image Alt Missing

0 Bad Response Code

## 1 Low Priority Problems

1 Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.



Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.

## Google Pages Indexed

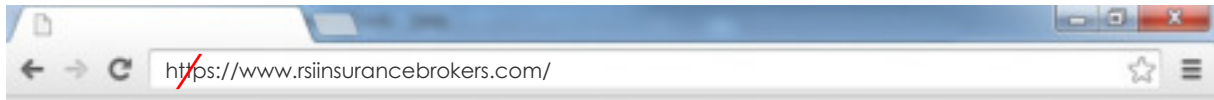


38 Pages Found In Google

This is the number of pages of your website, which are present in Google's search engine database. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 78% of search share, we also optimize your website in Bing and Yahoo, which cover 8% and 6% of search share respectively. Overall, we have your website covered for almost 93% of the online searches.

## SSL



Non Secure website

Oops! Your website is not secured. Having a secure website (website that opens up as HTTPS) is recommended by Google and will be considered as a ranking factor. Another important reason to use HTTPS is Google's Chrome browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. Other major browsers reportedly might also follow suit. Google Chrome has the highest browser market share with close to 65% users worldwide followed by Safari and Firefox. These 3 take up more than 82% of browser user share i.e. most of your users are using these browsers to visit your website. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.

## Here are the scores for rsiinsurancebrokers.com/

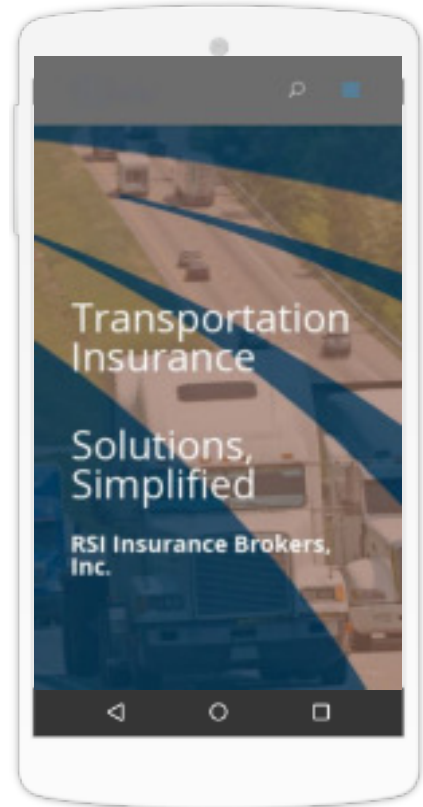
Awesome! Google considers your website as mobile friendly.

Google gave your website score of 99%, which translates to score 5 out of 5.

Mobile Friendliness **99 / 100**

Mobile Speed **29 / 100**

Desktop Speed **32 / 100**



Mobile Friendliness

GOOD

99 / 100

✔ Passed    ⚠ Consider Fixing    ✖ Should Fix

- ✔ Size content to viewport
- ⚠ Size tap targets appropriately
- ✔ Avoid landing page redirects
- ✔ Avoid plugins
- ✔ Configure the viewport
- ✔ Use legible font sizes

## Mobile Speed

POOR

29 / 100

✔ Passed      ⚠ Consider Fixing      ✖ Should Fix

- ✖ Optimize images
- ✖ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✔ Leverage browser caching
- ✔ Enable compression
- ✔ Prioritize visible content
- ⚠ Minify JavaScript
- ✔ Minify HTML
- ⚠ Minify CSS
- ✔ Avoid landing page redirects
- ✔ Reduce server response time

Desktop Speed

POOR

32 / 100

✔ Passed      ⚠ Consider Fixing      ✖ Should Fix

- ✖ Optimize images
- ✔ Enable compression
- ✔ Leverage browser caching
- ⚠ Minify JavaScript
- ⚠ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✔ Minify HTML
- ⚠ Minify CSS
- ✔ Avoid landing page redirects
- ✔ Reduce server response time
- ✔ Prioritize visible content

## Top 5 Reasons why having a responsive web design is the best option for your marketing strategy.

1. Generally, close to 60% of traffic to a website is mobile traffic. If your website is not mobile friendly, you are losing out on this share of traffic.
2. Recommended By Google – Google states that responsive web design is its recommended mobile configuration, and also refers it as the industry best practice.
3. Easy Sharing – Content on a responsive site is much easier for users to share, interact with, and link to than content that lives on a separate mobile site.
4. One Website, Many Devices – One of the most appealing aspects of responsive web design is that a responsive website can provide a great user-experience across many devices and screen sizes.
5. Easier to Manage – Managing one site and one SEO campaign is far easier than managing two separate sites at a time.





## SEO Opportunity

These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Avg. Monthly Searches	PPC Competition	Google	bing
1	insurance quotes costa mesa	Less than 100	Less than 20%	Not in top 10	Not in top 10
2	insurance costa mesa	Less than 100	Less than 20%	Not in top 10	Not in top 10
3	home insurance costa mesa	Less than 100	28.57%	Not in top 10	Not in top 10
4	auto insurance costa mesa	Less than 100	54.76%	Not in top 10	Not in top 10
5	health insurance costa mesa	Less than 100	Less than 20%	Not in top 10	Not in top 10
6	life insurance costa mesa	Less than 100	Less than 20%	Not in top 10	Not in top 10
7	commercial insurance costa mesa	Less than 100	Less than 20%	Not in top 10	Not in top 10
8	property insurance costa mesa	Less than 100	Less than 20%	Not in top 10	Not in top 10
9	insurance quotes orange county	Less than 100	Less than 20%	Not in top 10	Not in top 10
10	insurance orange county	Less than 100	47.25%	Not in top 10	Not in top 10
11	home insurance orange county	Less than 100	90.48%	Not in top 10	Not in top 10
12	auto insurance orange county	Less than 100	90%	Not in top 10	Not in top 10
13	health insurance orange county	Less than 100	60.54%	Not in top 10	Not in top 10



## SEO Opportunity (continued...)

These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Global Monthly Search	PPC Competition	Google	bing
14	life insurance orange county	Less than 100	100%	Not in top 10	Not in top 10
15	commercial insurance orange county	Less than 100	100%	Not in top 10	Not in top 10
16	property insurance orange county	Less than 100	Less than 20%	Not in top 10	Not in top 10

## Pay Per Click Opportunity



We have found 72 ads across 9 competitors bidding on Google Adwords for above keywords. Some of the ads are:

Ad 01

### Liberty Mutual Insurance | Business Owner's Policy

Ad [business.libertymutualgroup.com/](https://business.libertymutualgroup.com/)

Protect Your Business with the #1 Preferred Business Insurer. Find an Agent.

Ad 02

### Home Insurance Calculator | How Much Should You Pay in CA

Ad [www.everquote.com/California/HomeInsurance](https://www.everquote.com/California/HomeInsurance)

Cheap Costa Mesa Homeowners Insurance. Low Rates from \$72.99 / Month!

Ad 03

### AIG Home Insurance | Your Home, Your Biggest Asset | AIG.com.sg

Ad [www.aig.com.sg/](https://www.aig.com.sg/)

Protect your utility bill liabilities at no additional costs!

Contact your sales representative to explore this opportunity.

## Our Recommendations



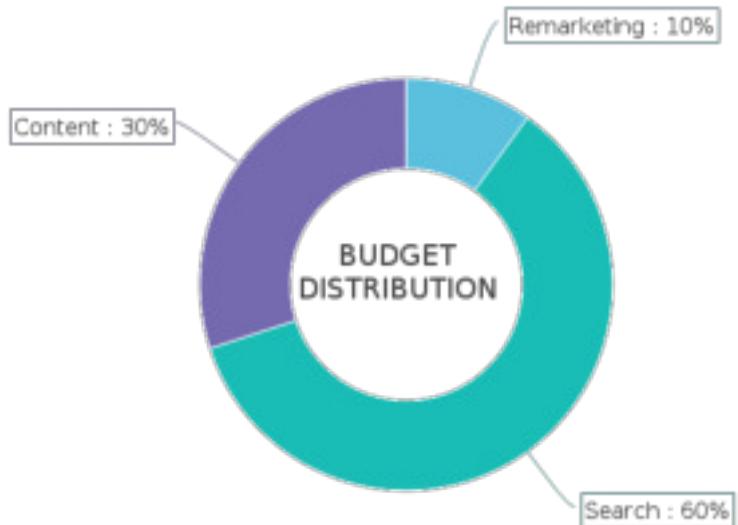
Suggested Monthly Budget

\$2500

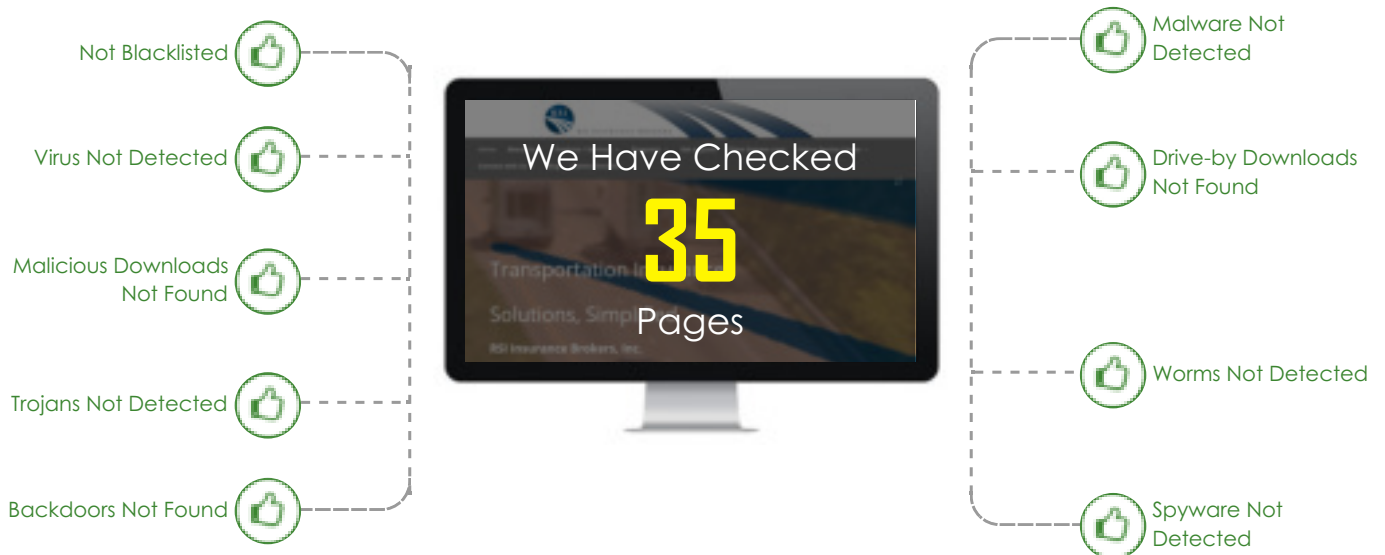


Expected Monthly Clicks

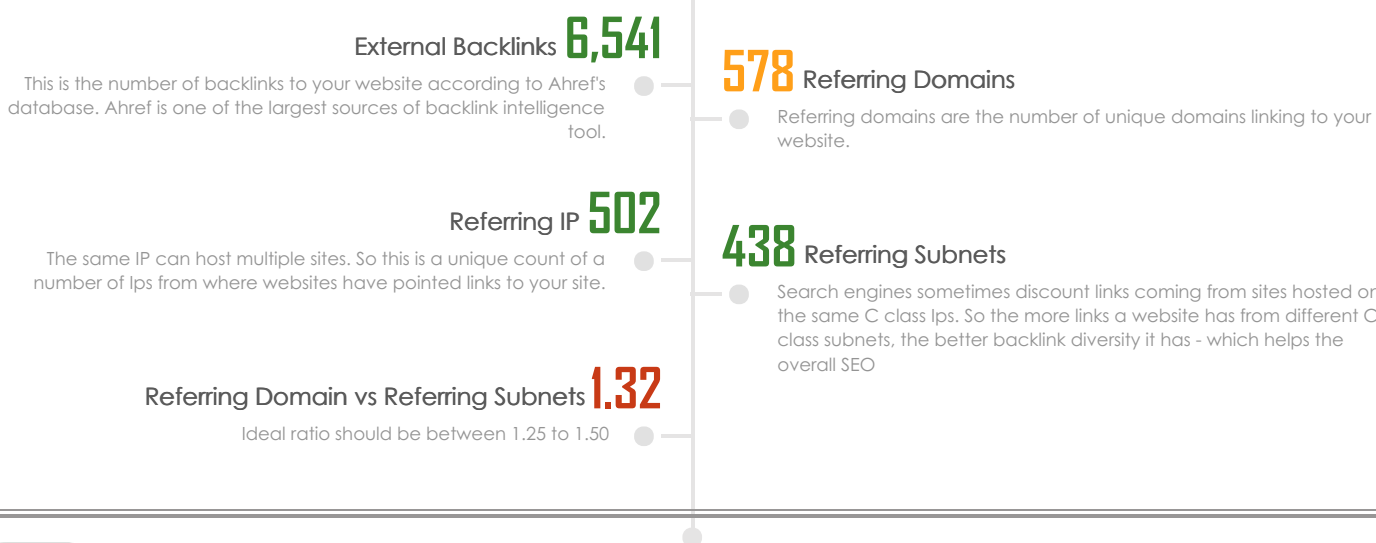
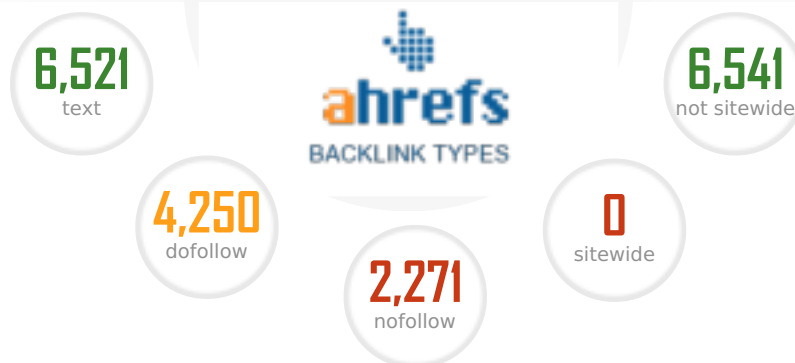
1,471



Is your website hackable? Here's a web security audit for your site which checks for vulnerabilities like Viruses, Trojans, Spyware and Malicious Downloads.



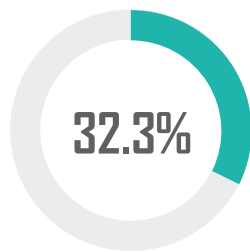
If your website security is breached i.e. if your website is affected by any virus or malware, Google will warn users with the ominous message "This site may harm your computer". Even modern browsers like Chrome and Firefox display a warning message if they detect something suspicious. This directly affects your website's visibility and traffic. Immediate action needs to be taken to clean off these vulnerabilities before Google drops your website from its search results.



## NAP Details

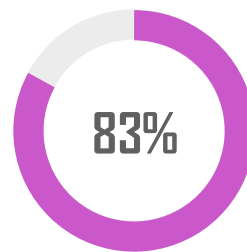
Website Address:- <a href="http://www.rsiinsurancebrokers.com/">http://www.rsiinsurancebrokers.com/</a>	
City:- Costa Mesa	Business Title:- RSI Insurance Brokers
State:- California	Business Category:- Insurance
Zip Code:- 92626	Business Address:- 2801 Bristol St #200
Country:- United States	Telephone No:- (714) 546-6616

Your Visibility Score across Search Engines, Local Directories, Review Sites & Social Sites.



Visibility Score

VS



Industry Avg.



Found and Accurate

1



Found with Possible Errors

9

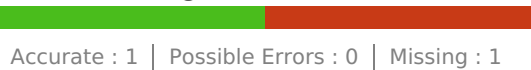


Source Missing

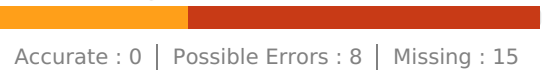
21



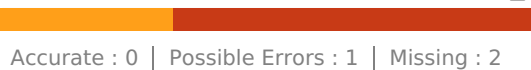
Search Engines ----- 2



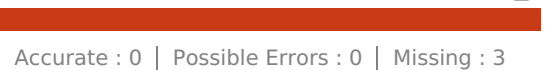
Directory Sites ----- 23



Review Sites ----- 3



Social Sites ----- 3

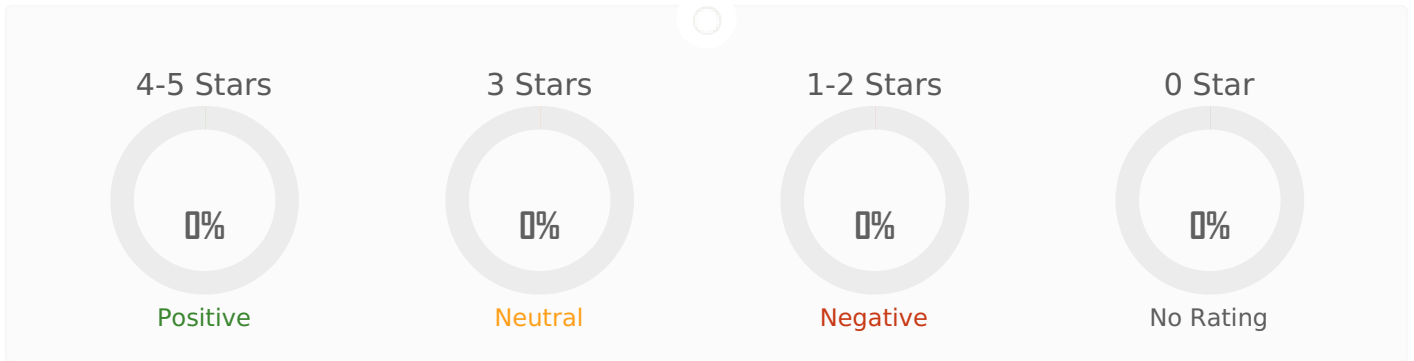
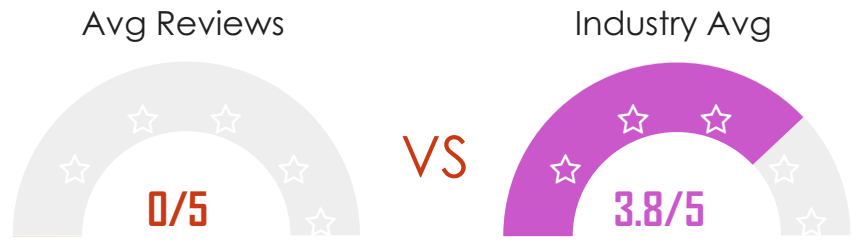


Having a good visibility score implies the performance of your business in local search engines, directories, review sites and social networks. Fixing the inconsistent and missing listings mentioned above will definitely help your business' performance in the local ecosystem.

# Reviews

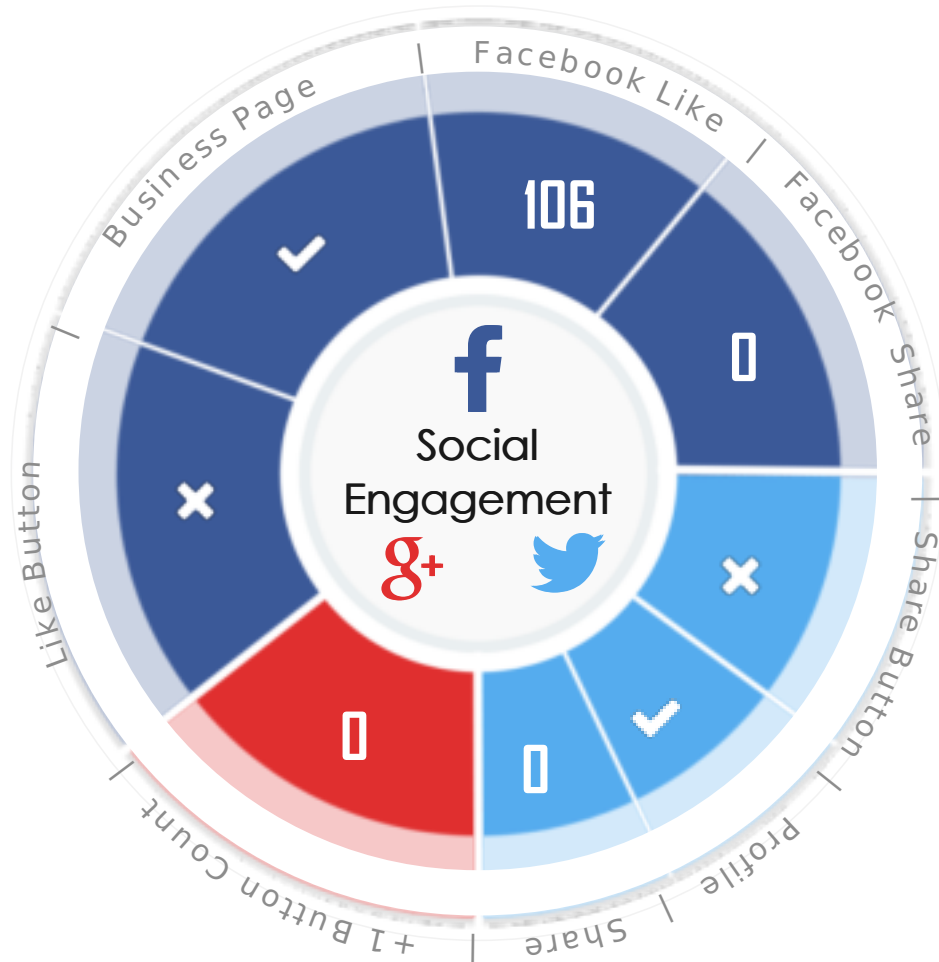
0  
Out of  
10

■ Total Reviews : 0  
■ Industry Avg. : 5



## Top 5 Sites Reviews

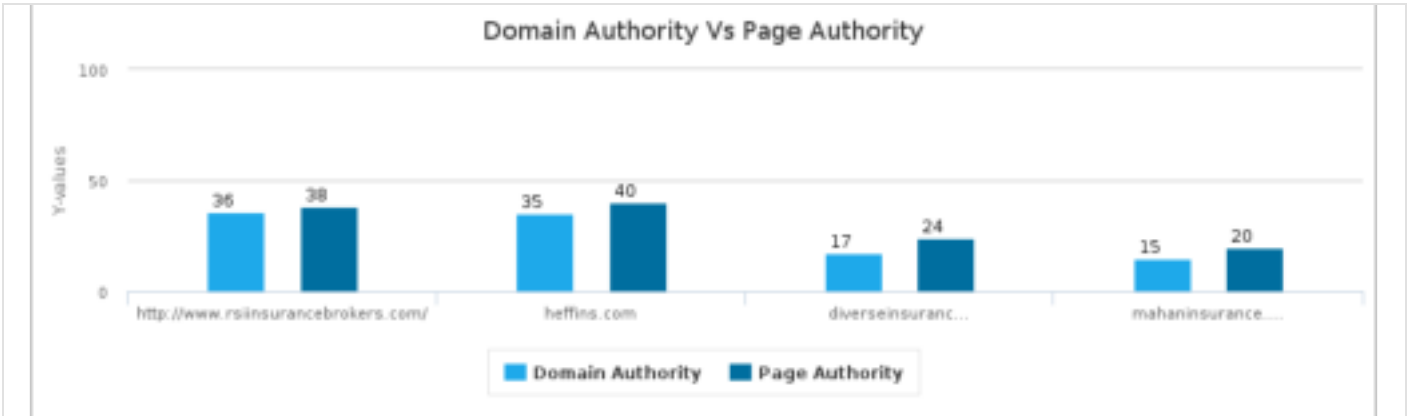
Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have come a long way in terms of their impact on SEO. Recently, Twitter also reportedly struck a deal for tweets in Google search results. This means, your tweets will have a larger audience than ever before.

Social signals are becoming the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms.

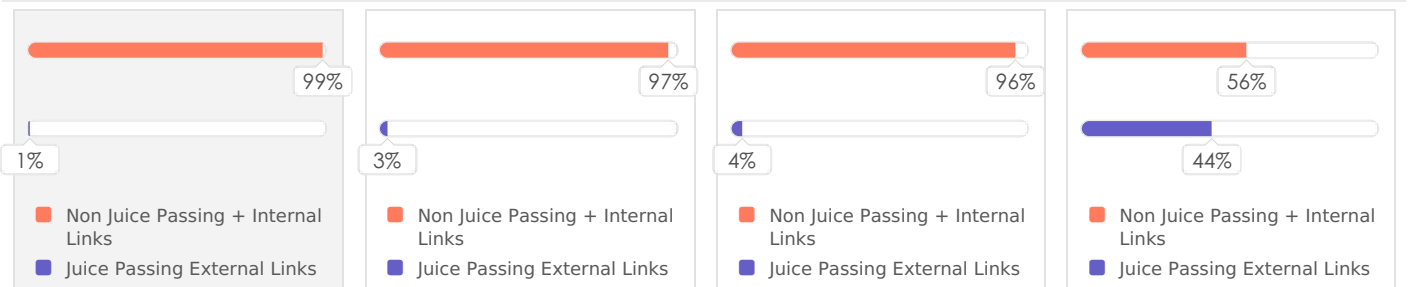




<b>RSIINSURANCEBROKERS....</b>	<b>HEFFINS.COM</b>	<b>DIVERSEINSURANC...</b>	<b>MAHANINSURANCE....</b>
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<http://www.rsinsurancebrokers.com/>    <https://www.heffins.com/>    <https://diverseinsurancebroker.com/>    <http://mahaninsurance.com/>

### JUICE PASSING EXTERNAL LINKS VS NON JUICE PASSING + INTERNAL LINKS



### LINK SATURATION

38 Google	406 Google	107 Google	96 Google
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### MOZ METRICS

RSIINSURANCEBROKERS....	HEFFINS.COM	DIVERSEINSURANC...	MAHANINSURANCE....
36 Domain Authority	35 Domain Authority	17 Domain Authority	15 Domain Authority
1,246 Juice Passing Links	5,292 Juice Passing Links	87 Juice Passing Links	35 Juice Passing Links
150,623 Total Links	180,811 Total Links	2,385 Total Links	79 Total Links

### AHREFS METRICS

RSIINSURANCEBROKERS....	HEFFINS.COM	DIVERSEINSURANC...	MAHANINSURANCE....
578 Referring Domains	518 Referring Domains	40 Referring Domains	25 Referring Domains
502 Referring IPs	522 Referring IPs	44 Referring IPs	27 Referring IPs