



DRIVING QUALIFIED TRAFFIC TO YOUR SITE

Project proposal: **WEBSITE AND SEO ANALYSIS**

Company: **COMPANY A**

Delivered on: **November 15, 2018**

Submitted by: **FLYING V GROUP**



AUDIT OVERVIEW

Dear Friend,

Thank you so much for taking us up on our offer to run a digital marketing audit for your company.

As you can see from the audit that came with this report, there are some areas that we are doing very well in and some areas of improvement available. We took a look at the following components of your online presence:

On-Page Optimization, Mobile Friendliness, Keyword Rankings, Off-Page Optimization, Visibility, Reviews, Social, and Competitor Analysis

Please take some time to browse through the report and let us know if you have any questions. I can be reached on my cell phone at (951) 218-3523 or by email at rfahrion@flyingvgroup.com.

Sincerely,



Robb Fahrion

Partner

Flying V Group



KEY SUGGESTIONS AND THOUGHTS

When performing the audit, we not only discovered the items that are included in the audit, but we also identified other areas of potential improvement and questions that may need to be answered in order to help your digital marketing presence. Please find below key suggestions, thoughts, and questions that we came up with!

1. Organic Local SEO Opportunity

We will discuss paid traffic in a minute, but generating traffic via organic methods is ideal because we do not have to pay for the traffic. Making sure that our on-page site optimization has **dialed in keyword structure, meta tags, alt tags, and more** will ensure that our pages are ranking for the keywords our customers are searching for on the web.

A great way to generate organic SEO traffic is via blog posting. We noticed that blog efforts had ceased. It is not only important to have a concerted content marketing effort, but it is also important to promote that content after the fact. Here are a few other benefits:

1. Google loves updated sites. Any time a new page or blog post is added **we can re-index that page** and all of the pages it links out to.
2. Ability to **target long-tail keywords** or questions others are asking about your product/service.
3. Once again, **consistency and relevance**. Websites that post blogs consistently show they are on top of the industry and build trust with their website visitors.

2. Pay-Per-Click Opportunities

Company A stands to gain considerable traffic from paid search advertising opportunities. What we already love about Company A is that the website is a well-designed PPC landing page. Putting marketing budget towards a PPC campaign that is designed to convert and generate leads will not only be a quick infusion of traffic, but these types of campaigns also help organic SEO rankings as well.

3. Lack of Local Directory Submissions

For Company A, local directory submissions and indexing of the website will help create relevant backlinks to the website. Our audit only picked up a few submissions online and some of them included errors. The possibility to add an additional 16 local submissions exists, which expands the online reach of Company A.

4. Competitive Analysis

Company A has low juice passing links, but is relatively competitive with other local practices. A concerted local SEO effort will allow Company A to continually build on their link saturation and other important scores like Domain Authority.

A few things can be done to acquire these types of links: Informational Content Writing and Sharing, Press Release Distribution, Blog Writing and Sharing, and Guest Blogging, to name a few.



ABOUT FLYING V GROUP...

At Flying V Group, we're all about the results. We uncover who your market is, how to engage them using content, driving traffic to your site through search, social and other tactics, and then we convert them into paying customers. It's about creating an online experience that transforms users into followers, customers, and ambassadors.

We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.



SOME VALUABLE LINKS

Digital Marketing Information

<https://www.flyingvgroup.com/migration-blog>

<https://www.flyingvgroup.com/2018/06/27/41-questions-marketing-consultants-should-ask-potential-clients/>

Digital Marketing Services

<https://www.flyingvgroup.com/website-design>

<https://www.flyingvgroup.com/search-engine-optimization>

<https://www.flyingvgroup.com/pay-per-click-advertising>

<https://www.flyingvgroup.com/social-media-marketing>

<https://www.flyingvgroup.com/content-marketing>

Thank you so much for taking us up on the offer and letting us perform a digital marketing audit for your company. We would be more than willing to schedule a quick introductory call to go over these results and offer even more suggestions in greater detail.

Should you find the need for digital marketing services in the future, please keep Flying V Group in mind. We would love to add you to our growing list of clients and become your permanent digital marketing and consulting experts!

Give us a call at (949) 940-8884 or email us at info@flyingvgroup.com.

THANK YOU!

