

Local SEO report for:

Your Company

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Summary



Location: Sterling, VA Website URL: yourcompany.com

 Links & Authority Poor	 Rank Checker Poor	 Local Listings Poor	 Reputation Manager Good	 Google My Business Good	 On-Site SEO OK	 Social Channels Poor
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Links & Website Authority

Status: **Poor**

This section reports on some key SEO indicators that play a big part in how high your business ranks in search engine results. We generate some of this data through our own proprietary systems; other data we pull in from trusted partners who are experts in their fields.

Google Index Count ?

You	Avg. Competitor
8	115

Majestic C-Flow ?



Link Count ?

You	Avg. Competitor
1	789

Domain Authority ?



Linking Domains ?

You	Avg. Competitor
1	110








Website Age ?

Age	Registration Date
3	2018

This section reports the positions ('rankings') that your website or business appears in for your important keywords. We report on your rankings in the two largest search engines (Google and Bing) within their local offerings (Google Maps and Bing Local).

Within the search results we look for your website/business name and show you the position in which you appear. If we find more than 1 result for your website/business then we will report multiple results in the ranking results table. We look through the top 50 results and if you don't appear in the top 50 we return a result of >50.

You obviously want to appear as high up the search rankings as possible so lower numbers are good. The aim should be for you to appear in positions 1, 2 & 3 as many times as possible. If you have lots of >50 results that means you have a lot of work to do, but everything to gain - the only way is up!

 Sterling, VA		 Google		 Google Mobile		 Google Maps	
Keyword	Rank	Type	Rank	Type	Rank	Type	
Bookkeeping service in Sterling 	-		-		-		
Bookkeeping service near me 	-		-		-		
Sterling Bookkeeping service 	-		-		-		
Your Sterling Company,	3	Org	4	Org	-		



Local Business Listings

Status: **Poor**

1
Listings Found

1
Listings Claimed

4
NAP Errors

19
Listings Not Found

For local businesses, it's critical that their address and contact information is correct and consistent across the web. This provides reliable information to Google about your business and also ensures that your customers can find you or contact you.

This section audits the most powerful online directories and reports back on whether you do or don't have a listing there. If you do, we check if your information is complete and consistent, and highlight any errors so you know what needs fixing. These directories can be a direct source of new customers but they can also boost your local ranking within Google.

Site/Directory	Listings Found	Claimed	Name	Address	Zip/Postcode	Phone Number
BBB.org	✗		Your business was not found on this directory.			
Citysearch	✗		Your business was not found on this directory.			
Cylex	✗		Your business was not found on this directory.			
Data Axle	✗		Your business was not found on this directory.			
DexKnows	✗		Your business was not found on this directory.			
Facebook	✗		Your business was not found on this directory.			
Foursquare	✗		Your business was not found on this directory.			
Google	✓	✓	Your Company	52 Coniston Rd, Barnehurst, Bexleyheath DA7 6PY, United Kingdom	Not Found	+44 7759 477000
HotFrog	✗		Your business was not found on this directory.			
InsiderPages	✗		Your business was not found on this directory.			
Local.com	✗		Your business was not found on this directory.			
MapQuest	✗		Your business was not found on this directory.			
Merchant Circle	✗		Your business was not found on this directory.			
Neustarlocalize	✗		Your business was not found on this directory.			
Superpages	✗		Your business was not found on this directory.			
Yahoo! Local	✗		Your business was not found on this directory.			
Yellow Book	✗		Your business was not found on this directory.			
Yellow Bot	✗		Your business was not found on this directory.			
Yellow Pages	✗		Your business was not found on this directory.			
Yelp	✗		Your business was not found on this directory.			

1

Total Reviews

★★★★★ 5

Average Star Rating

In this section we audit your reviews on the most important review sites. We report back on your total reviews, avg. rating and score on each site. We also display the most recent 10 reviews across all these sites.

Having positive reviews significantly impacts your reputation: the better your reputation, the more customers you're likely to win online.

Positive reviews have the added benefits of making your business rank higher in search results, increasing click-throughs from search and building consumer trust in your business. All these lead to more customers and revenue!

Top Review Sites



Review Site	Review Count	Average Star Rating
Google	1	★★★★★ 5
Facebook	✘ Your business was not found on this directory.	
Yelp	✘ Your business was not found on this directory.	
Foursquare	✘ Your business was not found on this directory.	
Yellowpages	✘ Your business was not found on this directory.	

Last 10 Reviews



Thanks to **Your Company** for the tremendous work done on my final accounts. This includes trading, profit and loss accounts and balance sheet statements. These were critical on my application for my husband's UK Residence Permit application. Thanks to the team we have been successful in obtaining the Permit.
Written on: 13th Jan 2019





Location: Sterling, VA Keyword: "Bookkeeping service"

This section analyzes your Google My Business optimization. It reports on a number of important criteria and benchmarks your website against the top 10 ranked businesses in your area. GMB is Google's listing and search product which contains listings of local businesses, organisations and places. Listings from GMB appear in organic search results and Google maps results on both desktop and mobile devices. This is why GMB is a hugely powerful marketing opportunity for local businesses - getting your optimization correct here is critical to attracting new, local customers.

Rank	Business Name	Verified	Photos	Review Count	Star Rating	Category
>	Your Company	✓	3	1	★★★★★ 5	Bookkeeping service
1	Fields Bookkeeping Servic... Inc.	✗	0	0	0	Bookkeeping service
2	One Source Bookkeeping	✗	0	0	0	Bookkeeping service
3	Professional Bookkeeping S... erVICES - Accounts Confidant... t USA	✓	2	0	0	Bookkeeping service
4	Bookkeeping	✗	0	0	0	Bookkeeping service
5	BookKeeping Express	✗	1	3	★ 1	Bookkeeping service
6	Eldall Bookkeeping Services, Inc	✓	1	0	0	Bookkeeping service
7	Adds Up Bookkeeping LLC	✗	0	0	0	Bookkeeping service
8	Yield Bookkeeping Services LLC	✓	3	35	★★★★☆ 4.9	Bookkeeping service
9	Maxim Liberty, Inc.	✗	0	2	★★★ 3	Bookkeeping service
10	Accounting & Bookkeepin... erVICES	✗	0	0	0	Bookkeeping service

9
Pages Crawled (max 200)

This section analyzes the On-Site SEO factors that affect your ability to rank high in search engines.

On-Site SEO factors are elements of your website, either visible on the page or in the code of your website (which you can't see, but search engines can), which affect the site's search rankings. It's easier to improve SEO factors on your own site because you have control over it.

In this section we summarise the findings from all the pages that we audit on your site (max 200 pages). You can view page-specific results in the Appendix at the end of the report.

Technical

Page Load Speed



Google PageSpeed Score

82 / 100



[Visit Google PageSpeed Insights](#)



Robots.txt



✓ Found <https://yourcompany.com/robots.txt>



XML Sitemap



✓ Found <https://yourcompany.com/sitemap.xml>



Errors



404 Errors

0

4XX Errors

0

5XX Errors

0



Internal Links



Internal Links

208

Broken Links

0



URLs



Canonical URLs

Yes

Dynamic URLs

No



SSL



SSL Pages

8

Non-SSL Pages

1



SEO

Page Titles



Titles Found

9

Duplicate Titles

2 (22.22%) [View Details](#)

Missing Titles

0



Page Descriptions



Descriptions Found	Duplicate Descriptions	Missing Descriptions
1	0	8



Open Graph Tags



Open Graph Tags Found	Duplicate Open Graph Tags	Missing Open Graph Tags
9	2 (22.22%)	0



Twitter Card Tags



Twitter Card Tags Found	Duplicate Twitter Card Tags	Missing Twitter Card Tags
0	0	9



Image Alt Tags



Alt Tags Found	Missing Alt Tags
20	2 View Details



H Tags

Header Tags	Total Number of Tags	Average Tags per Page
H1	8	0.89
H2	7	0.78
H3	0	0
H4	1	0.11
H5	27	3
H6	0	0



Word Count



Average Words per Page	Sparse Content Pages (<500 Words)
356	7 View Details



Flash



✓ Not Found



Mobile

Responsive Design



✓ Yes



Mobile Friendly




✓ Yes

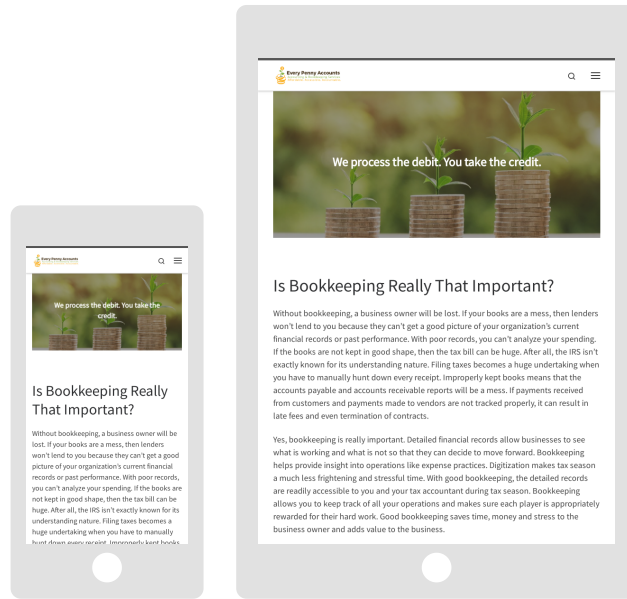


Mobile Page Load Speed



Google PageSpeed Score	More Info
62 / 100	 Visit Google PageSpeed Insights





Content

Physical Address



Address on all Pages	Address on "Contact" Page	Pages with Address	Pages without Address
No	No	0	9



Phone Number



Number on all Pages	Number on "Contact" Page	Pages with Number	Pages without Number
No	Yes View	2	7



Schema.org Markup



Business Name	Address	City Name	Phone Number
Yes	No	Yes	No



Top Keywords

Top Keywords			
search 72	epa 41	services 38	bookkeeping 28
contact 26	privacy 25	personal 22	accounts 22
resources 20	email 20	pricing 20	blog 20
yourcompany 17	policy 16	yourcompany 15	info 13
site 13	businesses 11	content 11	provide 11



Analytics

Analytics Tags



Analytics Tag Found	Analytics Type	Analytics Implementation
No	N/A	N/A



This section examines your use of and popularity across social media. It's important to 'socialise' your business so that your customers can share their experiences with their friends and turn them into new customers. It's also useful to use social media channels like Facebook to accrue reviews of your local business.

 Facebook



Profile Found	Likes	Visits
No	N/A	N/A



 Twitter



Profile Found	Followers	Likes
No	N/A	N/A



On-Site SEO: Top 9 Page(s) Analyzed

1 <https://yourcompany.com/>

Page Title: Home - Your Company Title Tag 27 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	82 / 100	200 ✓	H1 - 0 H2 - 3 H3 - 0 H4 - 0 H5 - 3 H6 - 0	3 (1)	23 (0)	✓	✗	424	No ✓	N/A

2 <https://yourcompany.com/blog>

Page Title: Blog - Your Company Title 27 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	91 / 100	200 ✓	H1 - 1 H2 - 0 H3 - 0 H4 - 1 H5 - 3 H6 - 0	2 (0)	23 (0)	✓	✗	95	No ✓	N/A

3 <https://yourcompany.com/pricing>

Page Title: Pricing - Every yourcompany Accounts 30 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	90 / 100	200 ✓	H1 - 1 H2 - 0 H3 - 0 H4 - 0 H5 - 3 H6 - 0	2 (0)	23 (0)	✓	✗	58	No ✓	N/A

4 <https://yourcompany.com/about-us>

Page Title: About Us - Every yourcompany Accounts 31 Chars

Meta Description: Every yourcompany Accounts is a professional bookkeeping firm that offers bookkeeping services to small- and mid-sized businesses nationwide, remotely. 155 Chars including

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	91 / 100	200 ✓	H1 - 1 H2 - 4 H3 - 0 H4 - 0 H5 - 3 H6 - 0	3 (1)	24 (0)	✓	✗	649	No ✓	No ✓

5 <https://yourcompany.com/services>

Page Title: Services - Every yourcompany Accounts 31 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	89 / 100	200 ✓	H1 - 1 H2 - 0 H3 - 0 H4 - 0 H5 - 3 H6 - 0	2 (0)	23 (0)	✓	✗	177	No ✓	N/A

6 <https://yourcompany.com/resources>

Page Title: Resources - Every yourcompany Accounts 32 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	88 / 100	200 ✓	H1 - 1 H2 - 0 H3 - 0 H4 - 0 H5 - 3 H6 - 0	2 (0)	23 (0)	✓	✗	55	No ✓	N/A

7 <http://eyourcompany.com/contact-us>

Page Title: Contact Us - Every yourcompany Accounts 33 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✗	78 / 100	200 ✓	H1 - 1 H2 - 0 H3 - 0 H4 - 0 H5 - 3 H6 - 0	2 (0)	23 (0)	✓	✗	65	Yes ✗	N/A

8 <https://yourcompany.com/contact-us>

Page Title: Contact Us - Every yourcompany Accounts 33 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	79 / 100	200 ✓	H1 - 1 H2 - 0 H3 - 0 H4 - 0 H5 - 3 H6 - 0	2 (0)	23 (0)	✓	✗	65	Yes ✗	N/A

9 <https://yourcompany.com/privacy-policy>

Page Title: Privacy Policy - Every yourcompany Accounts 37 Chars

Meta Description: 0 Chars

Open Graph	Twitter Card	SSL	Google Speed Score	HTTP Code	H Tags	Alt Tags (Missing)	Links (Broken)	Schema.org	Address	Word Count	Duplicate Title	Duplicate Description
✓	✓	✓	91 / 100	200 ✓	H1 - 1 H2 - 0 H3 - 0 H4 - 0 H5 - 3 H6 - 0	2 (0)	23 (0)	✓	✗	1,616	No ✓	N/A

Summary

[↑ View in Report](#)

This report examines the key SEO factors which affect your ability to rank highly in search engines (e.g. Google). We review each factor and then display the findings in a set of easy-to-read tables. The report is divided into eight sections, each covering an important area of optimization.

We use a unique set of formulas to calculate a score for each section and convert this into an easy-to-read score of 'Good', 'OK' and 'Poor'.

We also provide an explanation about each SEO factor throughout the report. Just click on the '?' symbol to view these explanations.

Links & Website Authority

Google Index Count

[↑ View in Report](#)

Google Index Count shows you the number of pages that Google has indexed on your site. It's important that Google can index your site so it can 'read' your content to understand what you do/offer and return your business for relevant searches. You need to ensure that Google (and other search engines) can read all the pages that you want them to.

Link Count

[↑ View in Report](#)

Link Count is the number of links that lead from other websites through to yours. Links are very important in SEO - as a general rule, the more inbound links (aka backlinks) your site has, the more Authority it has and the higher it should rank. Links are an important factor in ranking in organic search results and local pack search results.

It's important that you have more links than your competitors and that these links come from sites that Google trusts.

Link count data is provided by [moz.com](#).

Linking Domains

[↑ View in Report](#)

Linking Domains is the number of websites that link to your website. It's important to get as many different trusted websites to link to you as possible, as Google views these as 'votes' for your site/business. It's more powerful to have 100 links from 100 sites than it is to have 100 links from one site. It's also important that these sites are relevant to your business or location and/or have high Domain Authority (Google trusts these sites more).

You should also aim to have more sites linking to you than your competitors do, but ensure that they're sites that Google trusts and thinks are relevant to your business.

Linking Domain data is provided by [moz.com](#).

Majestic C-Flow

[↑ View in Report](#)

C-Flow is a link-related score. It's calculated based on the number of inbound links your site has. The higher the C-Flow the better. You should aim to have a higher C-Flow score than your competitors.

C-Flow is provided by [MajesticSEO](#).

Domain Authority

[↑ View in Report](#)

Domain Authority score is similar to 'Page Rank'. This score is a measure of the 'rankability' of your website and it considers over 150 different SEO signals. The higher your site's Domain Authority score, the higher it should rank. Having a higher score than your competitors is important. As you improve different areas of your SEO, your Domain Authority should increase as a direct result.

Domain Authority is provided by [moz.com](#).

Website Age

[↑ View in Report](#)

This is the date your website was registered. Search engines trust older websites more than new websites.

Reputation Manager

Top Review Sites

[↑ View in Report](#)

This table shows you how many reviews you have on each site and what the star rating is for each site.

On-Site SEO

Page Load Speed

[↑ View in Report](#)

This is the measure of how quickly your landing page loads when viewed using a desktop device.

We get this score from Google's PageSpeed Insights API, which checks to see if the page uses [common performance best practices](#) to load quickly. The faster a page loads the better the experience for your users. Scores range from 0 to 100 points.

XML Sitemap

[↑ View in Report](#)

An XML sitemap is like a 'Contents' page for your website. It helps Google to properly index your site, giving it the best possible chance of ranking for relevant searches.

Internal Links

[↑ View in Report](#)

Internal links connect pages on your site to each other. You can use links to tell Google lots about the content of your site.

SSL

[↑ View in Report](#)

SSL is a common way to make websites more secure. Adding an SSL certificate to your site makes it safer for users to input data or download data because the transfer of that data is encrypted and harder to intercept.

Google has said that they will give priority in ranking to sites that use SSL over sites that do not.

Page Descriptions

[↑ View in Report](#)

Each page has a description which appears within the code of the page, and is visible in search results. Although Google doesn't see these descriptions as ranking factors, search terms appear in bold when they're displayed in search results, which attract the eye of searchers. Due to this, Page Descriptions should be unique to each page and contain your most important keywords.

Robots.txt

[↑ View in Report](#)

Robots.txt is a file that sits in your website code. It tells Google which pages on your site to look at and which to ignore. It's important to have a robots.txt file to help Google index all the pages you want it to.

Errors

[↑ View in Report](#)

Errors are pages (URLs) on your site that return an error because they don't exist anymore or they have a problem. It's important to resolve these errors so that customers don't go to these broken/missing pages. Google can reduce the authority of your site if your error count is high.

URLs

[↑ View in Report](#)

We check your landing page for issues with URL canonicalization. Canonicalization is used to avoid duplication issues when a website has more than one different URL for the same page (e.g. if <http://www.example.com> and <http://example.com> display the same page but search engines see two different URLs). If this happens, search engines may be unsure about which URL is the correct one to index. Canonicalization tells search engines which page to list in SERPs.

Dynamic URLs are URLs which use symbols and characters (e.g. <http://www.example.com/fm/thread.php?threadid=62636&sort=date>) to form the URL rather than 'friendly' words. Static URLs use readable words (e.g. <http://www.example.com/forum/threads/learn-about-static-urls>) and are better for communicating the content of a page. This is better for customers, and for Google, because what the page is about is much clearer.

Page Titles

[↑ View in Report](#)

Each page on your site has a title which appears in the code of the page and tells Google what each page is about. It's a visible tag that appears in search results and on browser tabs, and it's a very important factor in SEO. Page Titles should be unique to each page and contain your most important keywords.

Open Graph Tags

[↑ View in Report](#)

Open Graph protocol was developed by Facebook to give website owners an easy way to describe the content of a page so that Facebook can correctly read and reference it. Using Open Graph tags allows you to control what content is shown when a page is shared on Facebook.

Twitter Card Tags

[↑ View in Report](#)

Messages on Twitter are currently limited to 280 characters, which isn't much space to communicate your message. To help websites communicate more, Twitter developed Twitter Cards, which are based on tags that sit in the code of a web page. These enable website owners to provide a lot more information and include images, video and download links that appear inside Twitter. This allows your website's content to stand out much more in tweets that include it.

H Tags

[↑ View in Report](#)

H tags (or 'header' tags) sit in the code of your site and help to structure your page content in a way that highlights to Google the top-line keywords and topics the page covers. H1 tags (of which there should be only one per page) have a higher SEO value than H2 tags, H2 tags have a higher SEO value than H3 tags, and so on.

Flash

[↑ View in Report](#)

Flash is a multimedia platform that some websites still use, but that is soon to be deprecated by Adobe. We check your landing page to see if it uses Flash or not.

Google can't easily read Flash and it can block Google from indexing your site. Current website best practice is to avoid using Flash, and use HTML5 instead to achieve the same results. You'll also want to avoid the use of Flash because it doesn't work well (or at all) on mobile web browsers.

Mobile Friendly

[↑ View in Report](#)

With the majority of web browsing now happening on mobile devices it's important that your website works well for mobile users.

Adjusting the content layout is one way to make your site more usable. Other considerations are text size (bigger is better on mobile) and how easy it is for mobile users to click on buttons and links.

We obtain this data from Google's PageSpeed Insights API.

Mobile Rendering

[↑ View in Report](#)

These screenshots show how your landing page appears on mobile (left) and tablet (right) devices.

Phone Number

[↑ View in Report](#)

Having your Phone Number on your website is important for Google Local rankings. Google looks for a local phone number to confirm where your business is located and to make sure it's consistent across all other listings you might have.

Top Keywords

[↑ View in Report](#)

We analyze all the pages on your site (max 200) and filter the visible content to determine the most common keywords used. This is useful for ensuring that your site is truly focused on the right keywords so it's clear to Google what you offer and where you're located.

Image Alt Tags

[↑ View in Report](#)

Alt Text is a method for adding a text description to an image. Search engines can't currently read images to determine their content reliably, so adding 'Alternative Text' lets you tell Google what the image is about. This is a useful way of reinforcing what a web page is about, and giving Google more relevant signals that have a positive impact on your SEO.

Word Count

[↑ View in Report](#)

We analyze all the pages on your site (max 200) and calculate the average number of visible words per page. We also track the pages that have less than 500 visible words per page.

Responsive Design

[↑ View in Report](#)

Having a 'responsive' website means the page width and content of each page auto-adjusts depending on the screen size of the device being used to view it. This gives the best possible experience to users who view your site on mobile devices, tablets and desktops. This is better for your users and will encourage them to stay on your site and visit more pages. Google looks favorably on sites that give users the best possible experience so this can have an impact on your search ranking.

Mobile Page Load Speed

[↑ View in Report](#)

This scores how quickly your landing page loads on a mobile device.

We obtain this data from Google's PageSpeed Insights API, which checks to see if a page has applied [common performance best practices](#), and then reports back with a score of 0-100 points.

Physical Address

[↑ View in Report](#)

Having your physical address on your website is important for Google Local rankings. Google looks for an address on your site to confirm the address it has on record for you.

Schema.org Markup

[↑ View in Report](#)

[Schema.org](#) provides a set of common 'tags' that can be applied to common items on a website to make it clear to search engines what that content is. It's important to make your content easy to understand and using schema helps with this.

We specifically look to see if your business name, street address and phone number are 'marked up' with the correct [Schema.org](#) tags.

Analytic Tags

[↑ View in Report](#)

We check your site to see which website analytics solution you use (e.g. Google Analytics). We report on those that we find and if you're also making use of Google Tag Manager (GTM), which is a simple way of adding analytics tags to your code.

Social Channels

Facebook

[↑ View in Report](#)

Having a profile on Facebook is a way to showcase your business to customers and stay in regular contact with them. It is an effective channel to update customers about changes to your business and build a deeper relationship with them. Customers can leave reviews for you which will attract new customers to your business.

Twitter

[↑ View in Report](#)

Having an active profile on Twitter is a good way to build a following among customers, partners, suppliers, and connections. You can use Twitter to engage in conversations with customers, streamline customer support, and also communicate important updates about your business and what's going on in your area or industry.

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