# ASSURANCEHEALTH.ORG
## Website Audit

## Here are the scores for your site:

**71**
Out of 100

Technical WP Assessment

**Fair**

**100**
Out of 100

User Experience

**Great**

**71**
Out of 100

Conversion Optimization

**Fair**

**53**
Out of 100

SEO / Online Visibility

**Poor**

**100**
Out of 100

Performance & Security

**Great**

### Impact Rating:

Our audit factors range from high impact to low impact based on how much they can influence the way your website converts visitors into leads and customers, performance, security and your rankings in search engine results.

# Website Audit Foreword

Hi ,

This website report measures everything that matters to the online success of your business. In other words, it will help you make more strategic website and digital marketing decisions.

You can use this report to quickly and efficiently evaluate your website's strengths and weaknesses—and compare it to your competition—in more than 40 different ways.

The prioritized recommendations you'll find here are easy to read and understand, so your business can better decide where to allocate its time and resources to gain a competitive edge.

Increased local and global competition is making it harder to be an industry leader—arm yourself with knowledge! This report offers valuable insights for improving the way your website performs, its overall security, the experience your users have on your site, your ability to convert visitors into leads or customers, and more.

Stop guessing about what's wrong with your website and online presence—and read this comprehensive, jargon-free report instead.

## Report Structure

This report has been divided into different categories—from user experience and performance to search engine optimization. We have compiled the most important and actionable items you need to help your business succeed online.

We've deliberately kept each item at a relatively high level—so you don't need to be "an expert" to understand. Please reach out to us if you have any questions or need additional details.

## How to use this report

No matter what your online or offline marketing looks like, your website must have the right elements in place for your business to be successful on the web.

This report will help you see how your website stacks up against the competition. Work your way through the report to identify problems and areas of opportunity. Do your best to implement improvements.

If you have any questions or need professional assistance to help you accomplish any of the recommendations in this document, contact us at matt@centerstreetdigital.com or 9714098269

Cheers,
Matt

# Technical WP Assessment

WordPress is a powerful and feature rich platform. If not configured properly and updated frequently you are risking your website security, performance, stability,  and functionality.

## ✅ Upgrade.php Accessibility

**High Impact**

This is used in the WordPress upgrade process. Besides the security issue it's never a good idea to let people run any database upgrade scripts without your knowledge. This is a useful file but it should not be accessible directly.

## ✅ Managed Hosting Plan

**Medium Impact**

Your site should run on a WordPress specific hosting plan with managed hosting support. This is recommended because they offer better support, reliability, security and performance for your site.

| **Learn More** | Many web hosts now have specific WordPress managed hosting environments. Contact your current host about your options or have a web professional migrate you to optimal hosting for WordPress. WP Engine, Flywheel, Site Ground and GoDaddy are some of the most popular ones. |
|---|---|

## ✅ WordPress Backups

**Medium Impact**

WordPress doesn't include built-in website backups. You need a reliable backup strategy in case of security breach like hacks and malware or to protect you from user errors that may bring down your website.

| **Learn More** | You can learn more about Wordpress backups here. https://codex.wordpress.org/WordPress_Backups. We recommend checking out the UpDraft plugin or a service like ManageWP  to help you backup your website independently of your website hosting. |
|---|---|

## ✅ Current Stable WordPress Version

**Medium Impact**

It is important that you are running the latest version of WordPress for security concerns. When a new version of WordPress is available you will receive an update message in your WordPress Admin Screens.

| Learn More | Visit https://codex.wordpress.org/Updating_WordPress to see more details on the process of updating, what it affects and it's importance. |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------|

**Your WordPress Version**

| Software | Current Version | Latest Version |
|----------|-----------------|----------------|
| ✅ WordPress | 4.9.8 | 4.9.8 |

## ✅ WordPress Security & Vulnerabilities

**High Impact**

As a popular platform, WordPress is a natural target for security exploits. Keeping your WordPress version, plugins and themes updated, helps keep your site secure and protects it from known vulnerabilities.

| Learn More | Click on this link to read more about the History of WordPress Security Exploits and What They Mean. Another great resource for reference is 5 Common WordPress Security Issues |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## ✅ Premium Plugins

Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be updated. Premium plugins required a paid license in order to be updated.

| Learn More | Visit the website of each premium plugin to learn more about the features it controls on your website. Keep your login information in a safe place for renewals and updates. |
|---|---|

### Your Website Premium Plugins Information

| Plugin | Current Version | Latest Version | Status |
|---|---|---|---|
| ✅ Beaver Builder Plugin (Standard Version) | 2.1.4.1 | 2.1.4.1 | active |
| ✅ My Web Audit | 1.1.6 | 1.1.6 | active |
| ✅ Video User Manuals | 2.5.7.2 | 2.5.7.2 | active |

## ✅ General Plugins

Third-party plugins are used to add or extend the default functions and features of your website. All plugins need to be kept updated to keep the website secure.

| Learn More | Read more about "WordPress Housekeeping" at https://codex.wordpress.org/WordPress_Housekeeping and the importance of keeping a "tidy" WordPress installation. |
|---|---|

### Your Website General Plugins Information

| Plugin | Current Version | Latest Version | Status |
|---|---|---|---|
| ✅ 404 To Homepage | 1.0.10 | 1.0.10 | active |
| ✅ Accordion Shortcodes | 2.3.3 | 2.3.3 | active |
| ✅ Akismet Anti-Spam | 4.0.8 | 4.0.8 | inactive |
| ✅ Attachment Pages Redirect | 1.1 | 1.1 | active |
| ✅ Black Studio TinyMCE Widget | 2.6.2 | 2.6.2 | active |
| ✅ Blox Lite - Content Blocks for Genesis | 1.2.5 | 1.2.5 | active |

| | | | | |
|---|---|---|---|---|
| ✅ | Display Posts Shortcode | 2.9.0 | 2.9.0 | active |
| ✅ | Genesis Columns Advanced | 2.0.3 | 2.0.3 | active |
| ✅ | Genesis Dambuster | 1.7 | 1.7 | active |
| ✅ | Genesis Testimonial Slider | 1.2.5 | 1.2.5 | active |
| ✅ | Genesis Title Toggle | 1.8.0 | 1.8.0 | active |
| ✅ | Hide YouTube Related Videos | 1.4.2 | 1.4.2 | active |
| ✅ | Jetpack by WordPress.com | 6.3.3 | 6.3.3 | active |
| ✅ | ManageWP - Worker | 4.6.1 | 4.6.1 | active |
| ✅ | Really Simple SSL | 3.0.5 | 3.0.5 | active |
| ✅ | Simple Social Icons | 2.0.1 | 2.0.1 | active |
| ✅ | Smush | 2.8.0.1 | 2.8.0.1 | active |
| ✅ | Video PopUp | 1.0.3 | 1.0.3 | active |
| ✅ | W3 Total Cache | 0.9.7 | 0.9.7 | active |
| ✅ | WP-ShowHide | 1.04 | 1.04 | active |
| ✅ | White Label CMS | 1.6.4 | 1.6.4 | active |

# ❌ Additional Themes

For optimal security, if you aren't using a theme, it's highly recommended that you delete it. Removing them eliminates unused code that could potentially harbor security vulnerabilities.

| Recommended Action | Delete unnecessary themes by going to Appearance -> Themes and clicking to delete the theme under the theme's Theme Details. Keep your active theme (and parent theme if your active theme is a child theme). |
|---|---|

| Learn More | Read more about "WordPress Housekeeping" at https://codex.wordpress.org/WordPress_Housekeeping and the importance of keeping a "tidy" WordPress installation. |
|---|---|

## Your Website Themes Information

| Theme | Current Version | Latest Version | Status |
|---|---|---|---|
| ✅ Showcase Pro | 2.0.2 | 2.0.2 | Active |
| ✅ Genesis | 2.6.1 | 2.6.1 | Active |
| ❌ Studio Pro | 2.1.3 | 2.1.3 | Inactive |
| ❌ Twenty Fifteen | 2.0 | 2.0 | Inactive |
| ✅ Twenty Seventeen | 1.7 | 1.7 | Inactive |
| ❌ Twenty Sixteen | 1.5 | 1.5 | Inactive |

## ❌ Deactivated Themes

These are themes that are not enabled and not actively used on your website. We recommend that these deactivated themes, no longer in use (even if updated) be removed for security reasons.

| | |
|---|---|
| **Recommended Action** | Remove deactivated themes no longer in use by deleting them. You can view them by going to: Appearance -> Themes. |

| | |
|---|---|
| **Learn More** | Read more about "WordPress Housekeeping" at https://codex.wordpress.org/WordPress_Housekeeping#Theme_Housekeeping and the importance of keeping a "tidy" WordPress installation. |

**Your Website Deactivated Themes**

| Theme | Current Version | Latest Version | Status |
|---|---|---|---|
| ❌ Studio Pro | 2.1.3 | 2.1.3 | Inactive |
| ❌ Twenty Fifteen | 2.0 | 2.0 | Inactive |
| ❌ Twenty Sixteen | 1.5 | 1.5 | Inactive |

## ✅ Admin User Account

The default WordPress username for the administrator account with full access to your site is *admin*. We recommend changing it because it makes your site vulnerable to hackers and threats like brute force attacks.

| | |
|---|---|
| **Learn More** | Most hacks are automated, and performed by hackers' bots. So just as a search engine's bots crawl the internet for content, hackers' bots crawl for vulnerabilities that they can exploit. Read the full article here: Why and How To Change the Default Username on WordPress  Click here for a Step by Step Guide on How to Properly Change Your WordPress Username. |

## ✅ Admin Accounts

Admin users on your site have full access to everything. If compromised, a hacker could delete content, add malware to the site or take it down. Admin users should be restricted to necessary personnel.

| Learn More | Learn more about the different user roles in WordPress and what is right for each person who accesses the backend of your website by visiting https://codex.wordpress.org/Roles_and_Capabilities . |
| --- | --- |

## ✅ Google Safe Browsing

High Impact

This Google service helps protect visitors by displaying warnings to users when they attempt to navigate to sites that could be harmful to the visitor. Keep your site updated and secure to prevent being flagged.

| Learn More | Read this is you want to learn more about Google Safe Browsing. |
| --- | --- |

## ✅ Discourage Search Engines Disabled

High Impact

*Discourage Search Engines From Indexing Your Site* is a setting used to tell search engines not to index your site. If enabled, this will harm your rankings by blocking your site from search engines.

## ✅ Permalinks

Medium Impact

They are the permanent URLs to your pages, posts, categories and other lists. The default permalink settings are not intuitive or user friendly and should be updated.

| Learn More | Read more about the permalinks on WordPress codex here https://codex.wordpress.org/Using_Permalinks |
| --- | --- |

## ❌ Theme and Plugin Editor

<span style="float:right">**High Impact**</span>

This is used to edit themes and plugins in the admin. An error here could potentially crash the site. It also provides an additional layer of security in the event a hacker gains access to a privileged user account.

| Recommended Action | Disabling the the theme and the plugin editor is recommended. To do this use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.<br>Open and add this line to the file and save it:<br>**define( 'DISALLOW_FILE_EDIT', true );** |
|---|---|
| **Learn More** | Read more about disabling the admin editor here<br>https://codex.wordpress.org/Editing_wp-config.php#Disable_the_Plugin_and_Theme_Editor |

## ✅ Protect wp-config.php

<span style="float:right">**High Impact**</span>

This is one of the most important files in your WordPress installation. It contains your website's configuration details and database credentials. Accessibility to it should be restricted.

| Learn More | You can read more about this on WordPress codex here<br>https://codex.wordpress.org/Hardening_WordPress#WP-Config.php |
|---|---|

## ❌ Deactivated Plugins

These are plugins that are not enabled and not actively used on your website. We recommend that these deactivated plugins, no longer in use (even if updated) be removed for security reasons.

| Recommended Action | Remove deactivated plugins no longer in use by deleting them in Appearance -> Plugins. Review active plugins for those that are not in use and deactivate/delete those as well. |
|---|---|
| Learn More | Read more about "WordPress Housekeeping" at https://codex.wordpress.org/WordPress_Housekeeping and the importance of keeping a "tidy" WordPress installation. |

**Your Website Deactivated Plugins**

| Plugin | Current Version | Latest Version | Status |
|---|---|---|---|
| ❌ Akismet Anti-Spam | 4.0.8 | 4.0.8 | Inactive |

## ❌ Install.php Accessibility

This is used when first installing and configuring a WP instance. Hackers often scan for the setup URL and identify new instances of WordPress in which a user has not completed the configuration properly.

| Recommended Action | This file is not needed after the initial install. You can delete it from **/wp-admin/install.php** using your FTP software. Most one-click WordPress install services take care of this already. |
|---|---|

## ✅ Disable Directory Access

This prevents displaying details from a directory to the public. Revealing info about plugins or themes could make your site vulnerable to hackers by publicly exposing your sites vulnerabilities and exploits.

| Learn More | Click here for specific directions on How to Disable Directory Browsing in WordPress. |
|---|---|

## ✅ Debug Mode

**High Impact**

Debug Mode is great while developing but should be disabled once your site is live. If enabled the errors could disclose sensitive info that could be used by hackers to compromise your site.

| Learn More | For more info on debugging mode on WordPress codex here https://codex.wordpress.org/Editing_wp-config.php#Debug |
| --- | --- |

## ❌ Automatic Updates

**High Impact**

Automatic updates were introduced to streamline the update process and promote better security. These auto updates could potentially cause problems on your site if there are compatibility issues or if your code is depreciated.

| Recommended Action | You should update your site monthly or immediately if you are aware of security threats or vulnerabilities.  If you have a custom website with a lot of functionality we recommend your updates be done and tested by a web professional. To disable the automatic updates, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.<br><br>Add this line to the file and save:<br>**define( 'AUTOMATIC_UPDATER_DISABLED', true );** |
| --- | --- |

## ✅ Hide WordPress Version

**Medium Impact**

By default WordPress discloses the version number in the Generator meta tag and in the RSS feeds.  Hackers could use this info to identify vulnerabilities and exploits on your site.

# ❌ Post Revision Control

WordPress, by default, saves copies of each edit made to a post or page, allowing for version control of your content. Revisions can impact your page performance.

| Recommended Action | We recommend either disabling the post revisions or limiting the number of revisions to 5 to prevent unnecessary performance load on the database and site. To disable the post revisions, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install. Adding this code: **define( 'WP_POST_REVISIONS', false );** To keep the revisions but limit the number of revisions to 5 for example, use the below line of code: **define( 'WP_POST_REVISIONS', 5 );** |
|---|---|
| Learn More | You can read more about post revisions on WordPress codex here https://codex.wordpress.org/Editing_wp-config.php#Post_Revisions |

# ❌ Readme.html Accessibility

High Impact

The file provides basic info about your WordPress installation including the version installed. This info can be used by hackers to exploit vulnerabilities. The file should be deleted.

| Recommended Action | The readme.html file is located in the root of your site. vulnerabilities.  You can delete it via your FTP software.  Reminder:  This file gets added back every time you update |
|---|---|

# ✅ Akismet Spam Protection

Medium Impact

Akismet is a plugin that comes installed in the default installation of your WordPress software. When activated, Akismet will monitor and flag spam comments.

| Learn More | Learn more about Akismet and it's importance in WordPress at https://codex.wordpress.org/Akismet. |
|---|---|

## ✅ Timezone Settings

Your website's timezone setting is responsible for how time appears on your website. This setting affects post scheduling and various internal WordPress functions.

## ✅ Sample Content

When WordPress is installed, it comes with sample content that should be removed.

| Your Website Sample Content |
| --- |
| ✅ Sample Page |
| ✅ Sample Post |
| ✅ Sample Comment |

## ✅ Page Edit URL

Certain themes will display a direct edit link on the front end to edit a page or post. This could be used by hackers to compromise your site .

# User Experience

User experience and design is a strategic process of enhancing a website by improving the visual elements, usability, accessibility, and interactions to ensure the site is user friendly and intuitive to use.

## ✅ Professional Website Design

**High Impact**

Your website is often your customer's first impression of your business. Your site should look professional, be simple and intuitive to use, and clearly explain what you do.

| | |
|---|---|
| **Learn More** | Today's online visitor is savvy and will judge your whole business by what he or she sees in the first 3 seconds. Make your first impression count! |

## ✅ Professional Digital Branding

**Medium Impact**

Your website's brand comprises your logo, color scheme, images, fonts, and other visual elements on your website. The site's branding should complement your offline branding.

| | |
|---|---|
| **Learn More** | Creating a brand identity allows prospects and customers to associate themselves with your company both online and offline. By creating a well-designed identity you can create customer loyalty and a trusted association for a specific product or service. |

## ✅ Relevant Headlines & Page Copy

**High Impact**

Your headline should be attention-getting, and your page copy should be clear and concise. It should effectively explain what you do, who you do it for, and why they should buy.

| | |
|---|---|
| **Learn More** | Most buyers are nearly done with their decision before they ever contact you. By making sure you have excellent page copy and headlines, you can help bias that decision in your favor. |

## ✅ Mobile Friendly

On average, visitors now spend more than half of their time online on a mobile device. That means a mobile-friendly website is now a critical part of your online presence.

| **Learn More** | You can have Google test your website by using their Mobile-Friendly Test Tool |
| --- | --- |

### Your Website Results

|  | **98/100** | Nearly half of all visitors will leave a mobile site if the page doesn't load within 3 seconds. |
| --- | --- | --- |
| MOBILE FRIENDLY | | |

- ✅ Mobile viewport not set
- ✅ Text too small to read
- ✅ Uses incompatible plugins
- ✅ Content wider than screen
- ⚠️ Links too close together

## ✅ User Friendly Navigation

A simplified navigation system will intuitively help your website visitors know where they are on their site, where they can go, and how to get back again.

| **Learn More** | We recommend implementing a mobile friendly menu and arranging both your main and mobile menu so that there are no more two sub-levels beneath the main level. |
| --- | --- |

## ✅ Relevant use of Images & Video

High-quality, relevant images and video can increase user engagement on your website, improve your position in search engines like Google, and help build your brand.

| Learn More | Images and video have another advantage—they're easier to consume than text. This is one of the reasons why a majority of users prefer them. |
|---|---|

# Conversion Optimization

Conversion rate optimization (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action — be that filling out a form, becoming customers, or otherwise.

## ✅ Unique Selling Proposition (USP)

Medium Impact

Your USP clearly describes how your product or service solves your customer's needs or desires better than the competition.

| Learn More | Here's an example USP formula to get you started: **We are a _____ who help _____ with _____. Unlike our competitors, _____.** |
|---|---|

## ✅ Relevant Trust Factors

High Impact

"Trust factors"—such as awards, affiliations, certifications, case studies, and guarantees—help position your business as knowledgeable experts who can be relied on.

| Learn More | Trust factors are sometimes called "proof points" because they prove to your visitor that you know what you're talking about and can be trusted with their money. |
|---|---|

## ✅ Testimonials / Reviews

Medium Impact

Reviews and testimonials help convince people to buy, because they are honest recommendations from people your visitors trust the most—other customers.

| Learn More | According to a Bright Local study, 84% of people trust online reviews as much as a personal recommendations. 74% of consumers surveyed also said that positive reviews make them trust a local business more. |
|---|---|

## ✅ Primary Call To Action (CTA)

<span style="float:right">High Impact</span>

A call-to-action asks visitors to take a specific action on your site—buy, contact you, learn more, and so on. Every site needs at least one effective CTA in a noticeable place.

**Learn More**

Common calls to action include:

Buy
Add to Cart
Subscribe
Sign Up
Start Chat
Click to Call
"Read / Learn More"

## ✅ Secondary Call To Actions

<span style="float:right">Medium Impact</span>

Secondary CTAs help you engage visitors who are not interested in your primary CTA, or who may need additional information before taking the desired action.

## ✅ Noticeable Phone No.

<span style="float:right">High Impact</span>

Your website should display your phone number in a prominent place—for example, in the top right corner or in the mobile header—to make it easy for web visitors to contact you.

**Learn More**

Many people don't have the patience to click through to a contact us page anymore (especially if they're on a mobile device and your menu links are too small to click). You could be losing a lot of potential customers right now by making it hard to contact you.

# ❌ Lead Capture Forms

An intuitive form will help you capture high-quality lead information or, at the very least, an email address from visitors who aren't interested in calling you.

| | |
|---|---|
| **Recommended Action** | Work with a web designer to create an intuitive form, or use services like Wufoo Forms or Google Forms to collect visitor info. |
| **Learn More** | It's important to have your forms in an easy to find place—usually before a visitor has to scroll. Keep the number of fields to a minimum, and use field validations to make sure your visitors' information is submitted properly. |

# ❌ Online Chat Functionality

A chat script can help to capture customers by answering their questions quickly; it can also drive more leads by reaching out to prospective customers before they leave.

| | |
|---|---|
| **Recommended Action** | Work with your web designer to implement a chat script like Olark.com. |
| **Learn More** | *Increased Sales:* The availability of live chat assistance has been found to decrease sales cart abandonment by up to 30%. <br> *Customer Support*: 79% of respondents in one survey said they preferred live chat because they received quick answers. <br> *Affordable*: Live chat is cost effective and can be set up in under an hour or two. |

## ✖ Social Media Share Buttons

**Low Impact**

Make your content easily shareable across different social media platforms with just one click. You'll improve your branding and increase your traffic and exposure.

| Recommended Action | Sign up with a service like AddThis, ShareThis or use one of the several plugins and code snippets to support social sharing buttons. |
|---|---|

| Learn More | Two common services to use for social sharing are http://www.addthis.com/ and https://www.sharethis.com/ Several plugins and code snippets are also available. |
|---|---|

# SEO / Online Visibility

SEO gives you an edge over your competition by bringing more prospects and customers straight to your website from searches they make on search engines like Google.

## ✅ FB Pixel

Low Impact

It's code FB provides that goes on your site so you can show ads on FB to people who have visited your site..It also tracks actions that can be used for optimizing your FB ads.

| Learn More | The FaceBook pixel is critical for any company using or planning to use Facebook for Advertising. You can learn more by visiting the Facebook Business resource page. |
|---|---|

## ❌ Local Map Pack Listing

If you are a local business, you want your businesses to show in the Local 3-Pack at the top of the results page above the organic listings. This leads to increased visibility, traffic and revenue.

| | |
|---|---|
| **Recommended Action** | Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization. Check out this article to learn more about the Factors That Influence Local Search Ranking |

| | |
|---|---|
| **Learn More** | The Local 3-Pack appears in the #1 spot 93% of the time when a local search is performed – and 46% of all searches on Google are of this nature. Learn more >> |

### Local Map Results

The local map results for "doctor, yakima" in Yakima, WA, USA are shown below.

**1** Yakima Neighborhood Health Services: Sabry Fady MD
http://www.ynhs.org/

**2** Dr. Roy E. Gondo, MD
http://qualitycaremed.com/

**3** Harrison Karen MD
http://nephrologyassociatesyakima.com/

## ❌ AMP Enabled

Accelerated Mobile Pages (AMP) is a initiative created to help increase usability and engagement by delivering fast, high performing content from the web onto mobile devices.

| | |
|---|---|
| **Recommended Action** | Hire a web professional who can implement AMP on your site. There are free AMP plugins that make things any easier if you have a WordPress site. |

| | |
|---|---|
| **Learn More** | You can learn how to get started with using AMP Pages on your site by visiting https://www.ampproject.org. |

## ✅ WWW Resolve

Search engines consider example.com and **www**.example.com to be different. Unless you use a WWW Resolve, you could be penalized for duplicate content.

| Learn More | You can have Google test your page speed by using their Page Speed Insights Tool. Other popular page performance testing tools are GTmetrix and Pingdom. |
|---|---|

## ✅ Sitemap.xml File

Medium Impact

A sitemap is a file that lists the pages in your site to help search engines find them easily. The sitemap is generated automatically so you don't have to manually update it.

| Learn More | Most content management systems like WordPress, Joomla and Drupal have plugins or addons to dynamically create sitemaps.  You can also use a free service like XML-Sitemaps to create a sitemap.xml file and submit it to search engines. |
|---|---|

## ❌ Blog / Resource Center

Medium Impact

An effective blog can improve your search engine position, drive more traffic to your website, position you as an industry leader and help generate more leads and customers.

| Recommended Action | Work with your web designer to set up a blog for your business. |
|---|---|

## ✅ Google Analytics / Tag Manager

High Impact

Analytics help you better understand your visitors and customers to improve engagement, usability and drive sales. Google Analytics & Tag Manager are popular free service.

| Learn More | Visit the Google Analytics site or Google Tag Manager page to learn more about how it can help your business. |
|---|---|

## ✅ Schema Markup

Schema markup code helps search engines return more informative results about your business to users. Used effectively, it can boost your website rankings.

| Learn More | You can learn how to get started with used schema by visiting Schema.org. You can also test your website schema using Google's Structured Data Testing Tool. |
|---|---|

**Your Website Schema Markup**

| WebPage | | 1 ITEM | ⌄ |
|---|---|---|---|
| @type | WebPage | | |
| url | https://assurancehealth.org/frequently-asked-questions/ | | |
| url | https://assurancehealth.org/medicare-options/ | | |
| url | https://assurancehealth.org/seminars/ | | |
| url | https://assurancehealth.org/for-company-employees/ | | |
| url | https://assurancehealth.org/forms/ | | |
| url | https://assurancehealth.org/job-opportunities/ | | |
| url | https://assurancehealth.org/register/ | | |
| url | https://assurancehealth.org/videos/ | | |
| url | https://assurancehealth.org/list-of-services/ | | |
| url | https://assurancehealth.org/privacy-policy/ | | |
| url | https://assurancehealth.org/blog/ | | |
| url | https://assurancehealth.org/contact/ | | |
| review | | | |
| @type | Review | | |
| reviewBody | I love the service, the friendliness of the staff, the email/text notifications, the cost savings and the overall experience as compared to previous experiences at other doctors office visits. | | |
| author | | | |
| @type | Thing | | |
| name | The Smith Family | | |

| review | |
|---|---|
| @type | Review |
| reviewBody | You guys are so easy to deal with, first names used, so friendly and helpful, you go out of your way for me!!! Love you all!! |
| author | |
| @type | Thing |
| name | Beth |
| review | |
| @type | Review |
| reviewBody | This should be the model of healthcare everywhere! |
| author | |
| @type | Thing |
| name | Steve |
| review | |
| @type | Review |
| reviewBody | I have so much peace of mind knowing everyone there is my advocate in getting the best care available and they truly care about us! |
| author | |
| @type | Thing |
| name | Pam |
| review | |
| @type | Review |
| reviewBody | Dr. Edgerly is easy to talk with and listens before making a diagnosis. The staff is great and helpful, always cheerful and I can't say enough good things about them. It is assuring to know there is a mental health counselor there when needed. If anyone is considering joining, do it! It's worth every penny and more to know you have this team to help you. |
| author | |
| @type | Thing |
| name | Doug |
| WPHeader | 1 ITEM ⌄ |

| @type | WPHeader |
|---|---|
| headline | Assurance Healthcare & Counseling Center |
| description | Membership Family Practice in Yakima, WA |

| WebSite | 1 ITEM | ⌄ |
|---|---|---|
| @type | WebSite | |
| name | Assurance Healthcare & Counseling Center | |
| url | https://assurancehealth.org/ | |

| SiteNavigationElement | 1 ITEM | ⌄ |
|---|---|---|
| @type | SiteNavigationElement | |
| url | https://assurancehealth.org/ | |
| name | Home | |
| url | https://assurancehealth.org/about/ | |
| name | About | |
| url | https://assurancehealth.org/groups/ | |
| name | Groups | |
| url | https://assurancehealth.org/frequently-asked-questions/ | |
| name | FAQ's | |
| url | https://assurancehealth.org/contact/ | |
| name | Contact | |
| url | https://assurancehealth.org/register/ | |
| name | Join Today | |

## ✅ Sufficient Page Content

Low Impact

Search engines seek pages that contain relevant and unique content that best serves a searcher's intent. Longer content has been shown to rank higher in Google's search results.

| Learn More | Based on SERP data from SEMRush, according to a case study of 1 million search results Backlinko found that longer content tends to rank higher in Google's search results. The average Google first page result contains 1,890 words. |
|---|---|

## ❌ Keyword Ranking on Page #1

High Impact

When your site shows on the first page of the search engines, it puts your business in front of prospective customers. This leads to increased visibility, traffic and revenue.

| Recommended Action | Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization. |
|---|---|

| Learn More | Google, for example, is the #1 search engine and it processes nearly 3.5 billion searches per day! |
|---|---|

### Google Search Results

The google search results for "doctor, yakima" in Yakima, WA, USA are shown below.

**1** Find a doctor in Yakima. Yakima Physician Finder.
https://www.yakimamemorial.org/medical-services-find-a-doctor-in-yakima.asp

**2** Family Doctors near Yakima, WA - Family Practitioners - Family Doctor
https://www.healthgrades.com/family-practice-directory/wa-washington/yakima

**3** The Best 10 Doctors in Yakima, WA - Last Updated July 2018 - Yelp
https://www.yelp.com/search?cflt=physicians&find_loc=Yakima%2C+WA

**4** Best Doctors in Yakima, WA - Doctors Reviews & Ratings - RateMDs
https://www.ratemds.com/best-doctors/wa/yakima/

| 5 | Accepting New Patients – Central Washington Family Medicine ...<br>http://chcw.org/taking-patients-yakima-clinic/ |
|---|---|
| 6 | Yakima primary care clinics. West Valley doctors.<br>https://www.pacificcrestfamilymedicine.org/ |
| 7 | Summitview Family Medicine<br>http://www.summitviewfamilymed.com/ |
| 8 | Best Practices Medical Clinic - Yakima Family Healthcare<br>http://www.bestpracticesyakima.com/ |
| 9 | Quality Care Medical Clinic \| Family Medicine and Internal Medicine in ...<br>http://qualitycaremed.com/ |
| 10 | Yakima Medical Clinic - Family Medicine and Addiction Treatment ...<br>http://yakimamedicalclinic.com/ |

## ✅ Accessible to Search Engines                    High Impact

To rank in search results, search engines have to be able to access your site—or "crawl" it—to find out what information is on it. Describing that information is called "indexing."

| Learn More | You can test your robots.txt file to see if it's blocking your site from being crawled using Google's Robot.txt Tester. You can also see what Google sees when it tries to access your website by using the Fetch As Google Tool. When ready you can follow these directions to have Google crawl your site. |
|---|---|

## ✅ Brand in Page Title

Having your brand or company name in your title tag is an easy way to build brand awareness and help searchers find your business by name.

| | |
|---|---|
| **Learn More** | If a person is searching for your brand or company, you should have more than a few places where that name or brand is mentioned. That is why we highly recommend adding the company name at the end of the title tag on your home, about and contact us pages. |

## ✅ Meta Title & Descriptions

Medium Impact

This search-engine facing text can influence a page's position in search results. On the results page, it also provides context to searchers about your page's topic and focus.

| | |
|---|---|
| **Learn More** | When users share your page on social media sharing sites like Facebook and Google+ the site will show your meta titles & descriptions tags. |

## ❌ Optimal Page Title Length

Medium Impact

Page titles are an important factor in your search engine position. Note that search engines often only show about the first 60 characters of your title in their search results.

| | |
|---|---|
| **Recommended Action** | Limit your meta title length 60 characters or less. |
| **Learn More** | Optimizing it can help boost your search engine rankings. |

# ❌ Keyword Used in Page Title

Using a keyword in your title helps search engines associate your page with a topic. Higher search engine positions are strongly correlated to keyword use here.

| | |
|---|---|
| **Recommended Action** | Your most important words (keywords) need to be first in your title tag, with your least important words being last in the title tag (most to least). Use relevant keywords and don't duplicate or stuff your title with keywords. |

# ❌ Meta Description Length

Search engines use this description to describe your page. Its maximum length is usually 156 characters. A good description can convince more searchers to click on your link.

| | |
|---|---|
| **Recommended Action** | If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page. |

# ❌ Keywords in the Meta Description

Searchers will see the keyword bolded in search engine results page. That will increase your page's prominence and visibility, and will likely lead to more website clicks.

| | |
|---|---|
| **Recommended Action** | Tips for writing good description tags:<br>Keep to a 155 character limit<br>Include keywords you want to rank for<br>Think about your target audience<br>Unique for every page |

# ❌ Optimal Use of Keywords in H1 Tags

H1 tags can help improve your site's search engine ranking. They are also a best practice for accessibility, and help potential visitors determine your page's content.

| Recommended Action | Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate. |
|---|---|
| Learn More | The H1 tag helps not only with your onsite SEO but it also effectively engage users and captures their attention since it is larger and most often bolder. To adhere to search engine best practices headlines should contain the relevant keyword target and be treated with the same importance as title tags. |

**Your Website Headings**

## Headings

| H1 | It's like having a doctor in the family |
|---|---|

## Subheadings

| H2 | Main Content |
|---|---|
| | Healthcare as it should be - simple, affordable, and accessible. |
| | Membership Includes... |
| | Membership Plans and Pricing |
| | Footer |

| H3 | Membership Family Medicine & Counseling Services Membership starts at $95 monthly. |
|---|---|
| | Our easy 3 step process... |
| | 1) Discover |
| | 2) Register |
| | 3) Assurance |
| | What our members are saying... |
| | $180/mo |
| | $200/mo |
| | $150/mo |
| | $95/mo |
| | Information |

| | |
|---|---|
| | Connect |
| | Helpful Links |
| | Resources |

| | |
|---|---|
| **H4** | No Copays or Office Visit Charges |
| | Unlimited Office Visits |
| | 24/7 Phone Access to a Physician |
| | At-Cost Medications, Labs, and X-Rays |
| | ... and much more |
| | Couple |
| | Family Plan Best Value |
| | Single Parent Family |
| | Individual |

| | |
|---|---|
| **H5** | The Smith Family |
| | Beth |
| | Steve |
| | Pam |
| | Doug |

## ✅ Google My Business (GMB)                    High Impact

Google My Business gets you in front of customers who are looking to buy. You'll stand out, whether people are looking for you on Google Search or Maps.

| | |
|---|---|
| **Learn More** | When people search for you, does your phone number show up? Is the right address and website listed? Make sure your Name, Address and Phone (NAP) are consistent across the web. |

## ✅ Map & Address

Listing your address on all your pages and having a Google location map on your contact us page is critical to showing up in local search engine results.

## ❌ Keywords in Image Alt Attribute

Low Impact

Using keywords in the alt attribute of an image can boost search rankings slightly—but it can also add value for sight-impaired users.

| | |
|---|---|
| **Recommended Action** | Include your keyword and variations of your keyword within the alt tags of images on your website. |
| **Learn More** | Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web. |

## ❌ Alt Attribute

Medium Impact

This piece of website code is used to tell visually impaired people what an image is about. It can also help search engines understand why you're using an image.

| | |
|---|---|
| **Recommended Action** | Add ALT attribute in image tag. |
| **Learn More** | You can learn more about what alt tags are, why they are important and how to add them on your site by reading this article from Yoast SEO. Check out their SEO plugin if your site runs on WordPress. |

# ✅ Your Google Listing

Having your site show up on search engines is critical for your business. Your listing needs to tell search engines and visitors what your website is about.

**Google Website Listing Preview**

Assurance Healthcare – Yakima, Washington – Membership Family Practice in Yakima, WA

https://assurancehealth.org

It's like having a the best medical doctor in town right in your family. Assurance Healthcare and Counseling Center of Yakima, Washington offers Direct Primary Care. Plans available for individuals, families and groups. Looking for a new family doctor? Call us today.

# ✅ Open Graph

Open graph tags when used on your website allow you to control how and what content shows up when a link from your site is shared on Social Media sites like Facebook or Twitter.

| Learn More | You can learn more about the Open Graph tags and protocol by visiting http://ogp.me/ |
|---|---|

**Open Graph Result**



## Assurance Healthcare & Counseling Center
Membership Family Practice in Yakima, WA

ASSURANCEHEALTH.ORG

| Based on the raw tags, we constructed the following Open Graph properties | |
|---|---|
| ✅ og:title | Assurance Healthcare & Counseling Center |
| ✅ og:description | Membership Family Practice in Yakima, WA |
| ✅ og:url | assurancehealth.org/ |
| ✅ og:image | https://assurancehealth.org/wp-content/uploads/2017/09/cropped-logo-square-white-bg.png |

# Performance & Security

Securing your website builds trust. Slow loading pages are a killer! Make your pages faster. Increasing your page time can improve your visitor experience and increase your conversion rates.

## ✅ Browser Caching & Compression

**Medium Impact**

These technologies make your website pages to load significantly faster. That's important because of the "three-second rule"—you've only got three seconds to make an impression on your site.

| | |
|---|---|
| **Learn More** | You can learn more about browser caching and page compression by visiting Google's Page Speed Documentation or visiting the GTmetrix Browser caching knowledgebase. |

## ✅ HTTPS

**Medium Impact**

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

| | |
|---|---|
| **Learn More** | SSL is important because the information you send on the Internet is passed from computer to computer to get to the destination server. If things like credit card numbers, usernames and passwords, and other sensitive information aren't encrypted with SSL, bad actors can more easily steal that data. |

## ✅ Page Speed

**High Impact**

Every second counts when a visitor is waiting for a page to load—speed influences a visitor's experience on your site. Page speed also affects your position in the search engines.

| | |
|---|---|
| **Learn More** | You can have Google test your page speed by using their Page Speed Insights Tool. Other popular page performance testing tools are GTmetrix and Pingdom. |

**Desktop Test Results**

DESKTOP SPEED    87/100    Nearly half of all visitors will leave a mobile site if the page doesn't load within 3 seconds.

✅ Avoid landing page redirects

✅ Enable compression

⚠️ Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

✅ Reduce server response time

⚠️ Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

✅ Minify HTML

⚠️ Minify JavaScript

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.

❌ Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 6 blocking script resources and 6 blocking CSS resources. This causes a delay in rendering your page.

⚠️ Optimize images

Properly formatting and compressing images can save many bytes of data.

✅ Prioritize visible content

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**Mobile Test Results**

MOBILE SPEED

77/100

Nearly half of all visitors will leave a mobile site if the page doesn't load within 3 seconds.

✅ Avoid landing page redirects

✅ Enable compression

⚠️ Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

✅ Reduce server response time

✅ Minify CSS

✅ Minify HTML

✅ Minify JavaScript

❌ Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 6 blocking script resources and 6 blocking CSS resources. This causes a delay in rendering your page.

⚠️ Optimize images

Properly formatting and compressing images can save many bytes of data.

✅ Prioritize visible content

# Next Steps To A Successful Website

Implement the following recommendations to help your website look better, rank better and most importantly convert more visitors into customers!

| Task | Priority | Recommended Action |
|---|---|---|
| **Technical WP Assessment** | | |
| Deactivated Themes | High | Remove deactivated themes no longer in use by deleting them. You can view them by going to: Appearance -> Themes. |
| Theme and Plugin Editor | High | Disabling the the theme and the plugin editor is recommended. To do this use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install. Open and add this line to the file and save it: **define( 'DISALLOW_FILE_EDIT', true );** |
| Install.php Accessibility | High | This file is not needed after the initial install. You can delete it from **/wp-admin/install.php** using your FTP software.<br><br>Most one-click WordPress install services take care of this already. |
| Automatic Updates | High | You should update your site monthly or immediately if you are aware of security threats or vulnerabilities.  If you have a custom website with a lot of functionality we recommend your updates be done and tested by a web professional.<br><br>To disable the automatic updates, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.<br><br>Add this line to the file and save: **define( 'AUTOMATIC_UPDATER_DISABLED', true );** |
| Readme.html Accessibility | High | The readme.html file is located in the root of your site. vulnerabilities.  You can delete it via your FTP software.<br><br>Reminder:  This file gets added back every time you update |
| Additional Themes | Medium | Delete unnecessary themes by going to Appearance -> Themes and clicking to delete the theme under the theme's Theme Details. Keep your active theme (and parent theme if your active theme is a child theme). |

| | | |
|---|---|---|
| Post Revision Control | Medium | We recommend either disabling the post revisions or limiting the number of revisions to 5 to prevent unnecessary performance load on the database and site.<br><br>To disable the post revisions, use your FTP application or file browser to edit the wp-config.php file located in the root of your WordPress install.<br><br>Adding this code:<br>**define( 'WP_POST_REVISIONS', false );**<br><br>To keep the revisions but limit the number of revisions to 5 for example, use the below line of code:<br>**define( 'WP_POST_REVISIONS', 5 );** |
| Deactivated Plugins | Low | Remove deactivated plugins no longer in use by deleting them in Appearance -> Plugins. Review active plugins for those that are not in use and deactivate/delete those as well. |

## Conversion Optimization

| | | |
|---|---|---|
| Lead Capture Forms | High | Work with a web designer to create an intuitive form, or use services like Wufoo Forms or Google Forms to collect visitor info. |
| Online Chat Functionality | Medium | Work with your web designer to implement a chat script like Olark.com. |
| Social Media Share Buttons | Low | Sign up with a service like AddThis, ShareThis or use one of the several plugins and code snippets to support social sharing buttons. |

## SEO / Online Visibility

| | | |
|---|---|---|
| Keyword Ranking on Page #1 | High | Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization. |
| Keyword Used in Page Title | High | Your most important words (keywords) need to be first in your title tag, with your least important words being last in the title tag (most to least). Use relevant keywords and don't duplicate or stuff your title with keywords. |
| Optimal Use of Keywords in H1 Tags | High | Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate. |
| Local Map Pack Listing | Medium | Improve your rankings by hiring a Digital Marketing company that specializes in Search Engine Optimization. Check out this article to learn more about the Factors That Influence Local Search Ranking |
| AMP Enabled | Medium | Hire a web professional who can implement AMP on your site. There are free AMP plugins that make things any easier if you have a WordPress site. |

| | | |
|---|---|---|
| Blog / Resource Center | Medium | Work with your web designer to set up a blog for your business. |
| Optimal Page Title Length | Medium | Limit your meta title length 60 characters or less. |
| Meta Description Length | Medium | If your keywords are in the meta description tag, it is more likely search engines will use it as the snippet that describes your page. Potential visitors see the keyword bolded in the snippet, which increases your page's prominence and visibility. Be careful not to use keywords excessively, however, as it can be seen as spam by both search engines and potential visitors and reduce the chance potential visitors will click-through to your page. |
| Keywords in the Meta Description | Medium | Tips for writing good description tags:<br><br>Keep to a 155 character limit<br>Include keywords you want to rank for<br>Think about your target audience<br>Unique for every page |
| Alt Attribute | Medium | Add ALT attribute in image tag. |
| Keywords in Image Alt Attribute | Low | Include your keyword and variations of your keyword within the alt tags of images on your website. |

# We think you can DOUBLE your online leads!

We can help! If you'd like to discuss this report and your steps forward, you can reserve a spot on my calendar right now for a free 30 minute strategy call.

We'll share with you the exact system, philosophy and formula we've used to transform more than 100 of our clients web presence into lead-generating, grow your business machines in just a matter of months — AND for a fraction of the cost you'd normally pay.
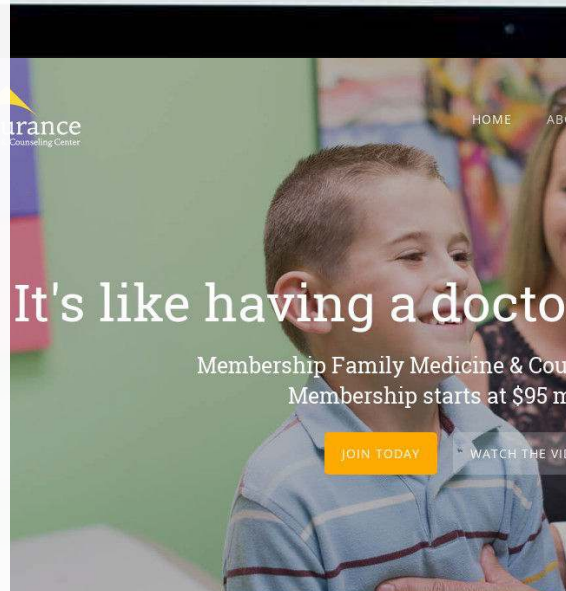
**Schedule Your Strategy Call**

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