SEO Assessment

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Quick Introduction to SEO

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How Search Engines Work

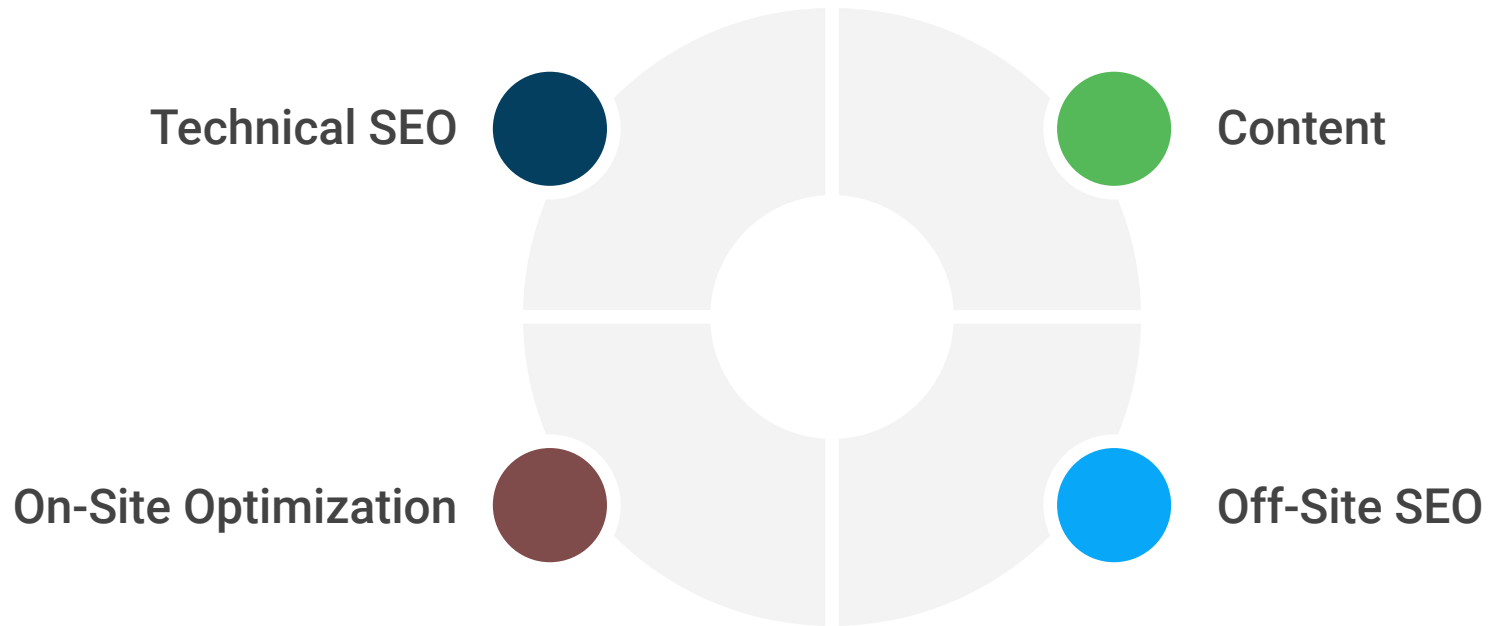**Crawl Web Pages** → **Create an Index** → **Deliver Ranked Results**

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Algorithm

A formula to calculate the position of a webpage. It is comprised of ranking factors. The search engine algorithms are secretive, complex, and ever-changing.

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Four Pillars of SEO

Technical SEO

Content

On-Site Optimization

Off-Site SEO

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Technical SEO

For a web page to appear in the search results, the search engines must be able to crawl it and index it. Solid technical SEO makes this a seamless process.

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Content

Content has been the backbone of SEO since its inception. It's how your share your expertise, which the search engines value because content provides insight into your product(s) or service(s).

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On-Site Optimization

On-site SEO is how we add context to content. For example, breaking a page into sections with keyword-optimized headers makes it easier for the search engines to understand your expertise.

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Off-Site SEO

Off-site SEO is everything that happens outside of your website. The search engines look for external signals (backlinks, Google Maps, social media) as a gauge of your online authority and trustworthiness.

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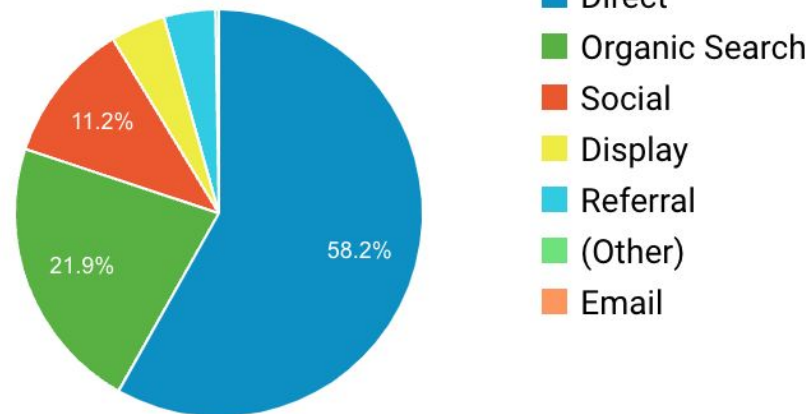DIGITAL

Current Results

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Overview

Organic search traffic accounted for 21.9% of the total website traffic over the last year.

Engagement from these visitors is moderate, with the average organic visitor spending 1 minute 43 seconds on site. Your bounce rate was moderate at 43% for organic and 59% overall.

Overall organic search traffic was steady but down 23% overall vs the previous year.

Top Channels

Legend:
- Direct
- Organic Search
- Social
- Display
- Referral
- (Other)
- Email

58.2%
21.9%
11.2%

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Organic Keywords

The Google Search Console provides insight into the specific keywords which lead to visibility (impressions) and traffic (clicks). We also can see the average position and click-through rate. These are the top 10 queries for your website.

Your website ranks well for branded searches but has lots of room for improvement when targeting keywords related to your products and services.

Top queries	↓ Clicks	Impressions	CTR	Position
elliott powell baden & baker	112	253	44.3%	1
elliott powell baden & baker inc	80	176	45.5%	1
epbb insurance	55	90	61.1%	1.1
epbb	40	1,833	2.2%	6.4
epb&b	11	17	64.7%	1
elliott powell	7	47	14.9%	8.1
elliott powell baden & baker insurance	4	41	9.8%	7.6
elliot powell	4	28	14.3%	10.6
lori dryer	4	11	36.4%	5.3
breanna horton	2	10	20%	9.3

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Technical SEO

Technical SEO Components

|		
Robots.txt	XML Sitemap	Speed
Mobile Usability	Security	Errors

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Robots.txt

A robots.txt file tells the search engines which pages or parts of your website should be left out of their indexes.

Your website has a _robots.txt_ file. It is properly formatted.

This set of directions allows the search engines to crawl all of the content on your [WordPress] website.

Action *— None required.*
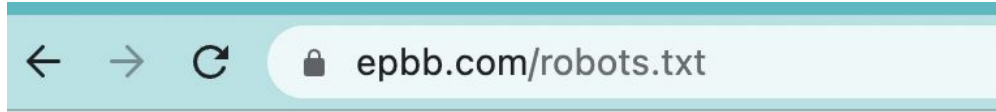

```
User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php
Disallow: /wp-content/uploads/wpforms/

Sitemap: https://epbb.com/sitemap_index.xml
```

epbb.com/robots.txt

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XML Sitemap

An XML sitemap is the opposite of the robots.txt file. It provides the search engines with a list of all of the pages and content on your website. Think of it as your website's resume — a summary of its contents.

Your website has an XML sitemap. It's generated by an SEO plugin called Rank Math that is properly formatted

Action *— Consider if this SEO plugin is right for Eppb and adjust sitemap if needed.*

XML Sitemap

This XML Sitemap is generated by Rank Math WordPress SEO Plugin. It is what search engines like Google use to crawl and re-crawl posts/pages/products/images/archives on your website.

Learn more about XML Sitemaps.

This XML Sitemap Index file contains 4 sitemaps.

Sitemap	Last Modified
https://epbb.com/post-sitemap1.xml	2023-01-29 06:41 -08:00
https://epbb.com/post-sitemap2.xml	2023-01-28 19:53 -08:00
https://epbb.com/page-sitemap.xml	2023-02-02 17:55 -08:00
https://epbb.com/careers-sitemap.xml	2022-09-28 16:22 -07:00

[Your Logo]

Speed

It should come as no surprise that search engines prefer fast web pages. Why? Because people do, and search engines aim to serve up the best content based on user preferences. It doesn't matter how great your content is if it loads slowly; people will leave the page and be frustrated with Google for sending them there.

Your homepage scores a 96/100 in Google's PageSpeed Insights on Desktop and 65/100 on mobile.

Action *— Troubleshoot load speed on mobile to target 70/100*

65

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

METRICS

■ First Contentful Paint		■ Time to Interactive	
2.5 s		5.6 s	
● Speed Index		■ Total Blocking Time	
2.8 s		300 ms	
▲ Largest Contentful Paint		● Cumulative Layout Shift	
6.0 s		0.013	

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Mobile Usability

The web is accessed on a variety of devices, from desktop computers to mobile phones. Mobile usability ensures that your site delivers a great user experience on all possible screen sizes.

Your website is built using responsive web design best practices. All pages meet current mobile usability standards.

Action — *None needed.*
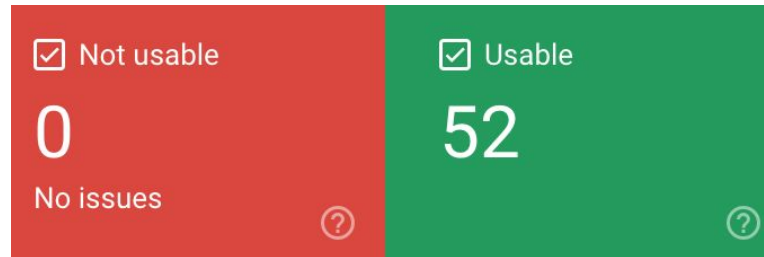
Security

A secure website protects your users, especially when sensitive information will be shared such as during a purchase or form completion.

Your site has an SSL certificate and it is properly installed. This means that your website is accessible via HTTPS, which is important for SEO.

You also have an active web maintenance plan with our agency, ensuring that your site will remain up-to-date.

***Action** — None needed.*

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Errors

Google flags and reports any issues discovered while crawling and indexing your website in the Google Search Console.

An evaluation of the Coverage report reveals:
- *8 page not found errors*
- *11 broken links*

***Action** — Respond to page not found errors by creating 301 redirects. Update the hyperlinked content where broken links have been found.*

Examples ⓘ

URL	↓ Last crawled
https://epbb.com/careers/receptionist/	Jan 25, 2023
https://epbb.com/mission	Jan 22, 2023
https://epbb.com/careers/sales-producer-bonding/	Jan 20, 2023
https://epbb.com/epbb-welcomes-a-new-team-member/	Jan 20, 2023
https://epbb.com/qa-with-molly-martin-get-to-know-epbbs-new-surety-producer/	Dec 22, 2022
https://epbb.com/careers/personal-lines-manager/	Dec 7, 2022
https://epbb.com/epbb-welcome-our-new-commercial-lines-account-assistant-haven-laver/	Nov 29, 2022
https://epbb.com/identity-theft-do-this-immediately-if-it-happens-to-you/insure@epbb.com	Nov 26, 2022

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Technical SEO Summary

Overall, your site has a solid technical baseline. We recommend prioritizing the following updates:

- ❏ Review SEO plugin to see if it's the best fit for your site

- ❏ Invest in speed optimization for mobile

- ❏ Respond to page not found errors with 301 redirects.

- ❏ Fix all broken links.

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Content

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Content

Quality

Keywords

Recency

Relevancy

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Homepage

❌ Keyword strategy applied throughout

✅ Integrates a combination of text and images.

❌ Includes structure including a keyword optimized H1.

✅ Includes "About" or "Mission" content.

✅ Includes testimonials or other social proof.

✅ Includes a call to action.

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Services Page(s)

- ✔ Utilizes keywords.

- ✔ Integrates a combination of text and images.

- ✔ Uses structure, including a keyword-optimized H1.

- ✘ Includes testimonials or other social proof.

- ✘ Includes an FAQ section.

- ✔ Includes a call to action.

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Category Page(s)

❌ Utilizes keywords.

❌ Includes introductory text.

❌ Uses structure, including a keyword-optimized H1.

✅ Includes a call to action.

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Blog Post(s)

✅ Consistently updated.

❌ Utilizes keywords.

✅ Compelling titles.

✅ Appropriate length.

✅ Integrates text, images, and video.

❌ Uses structure, including a keyword-optimized H1 and H2s.

✅ Includes a call to action.

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Contact Page

✅ Includes business name, address, and phone number.

❌ Uses structure, including a keyword-optimized H1.

✅ Includes hours of operation.

✅ Includes a form or means of getting in touch via email.

❌ Includes testimonials or other social proof.

✅ Includes a map.

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Competitive Analysis

Compared to your competitive set, your website content has similar page structure but on-page text is a bit thin and less relevant than some (blog posts, service pages, etc.).

Other companies outrank you because Google sees them as more authoritative in the space. You're missing some opportunities to leverage focus keywords throughout your content that are relevant to your ideal clients search intent. It's time to signal to Google your expertise, authority and trustworthiness.
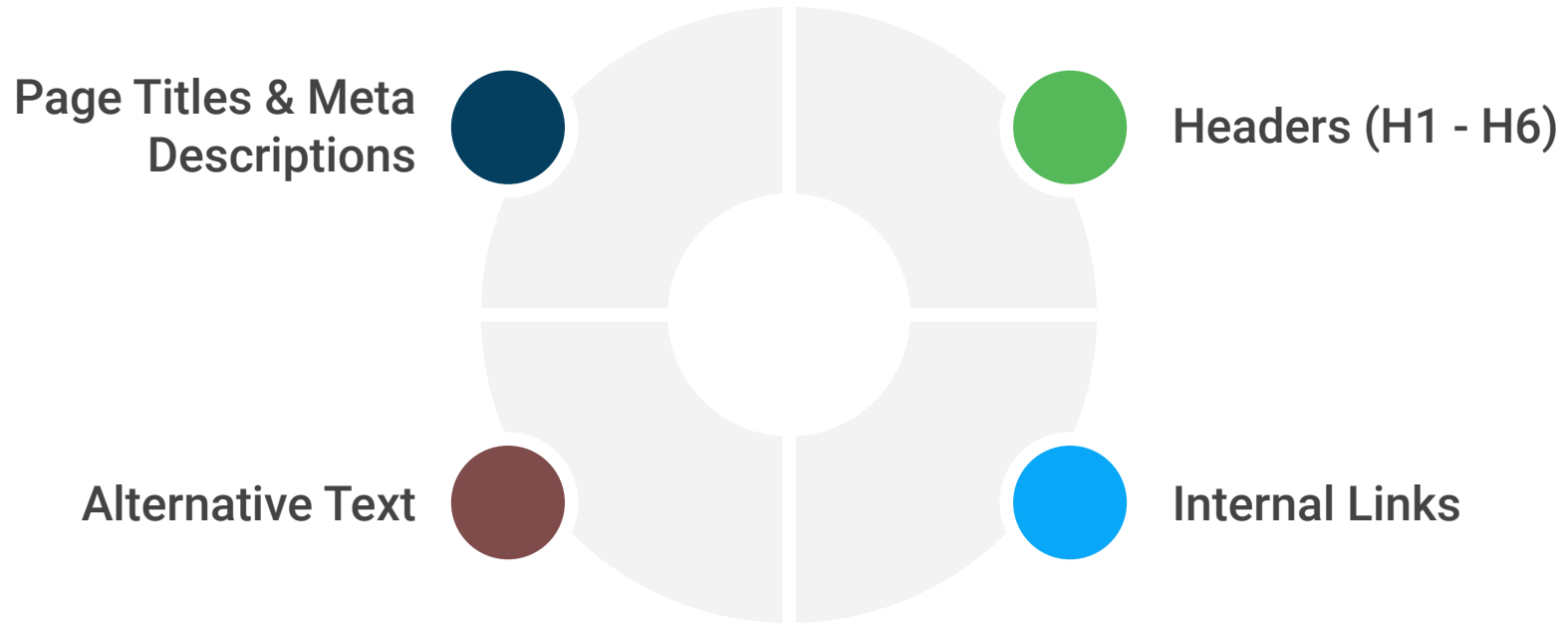
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Content Summary

Content is rated moderate for your site. Your expertise-authority-trustworthiness needs developed. For all businesses who invest in SEO, content is the key to evolution.

We can always make step-by-step improvements to expand how we share our expertise online. We recommend prioritizing the following updates:

❏ Develop a solid keyword strategy to guide ongoing content production

❏ Integrate focus and secondary keyword throughout page content accordingly

❏ Expand content around core services pages

❏ Focus blog content around keywords and questions your customers are asking

[Your Logo]

On-Site Optimization

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On-Site Optimization

Page Titles & Meta Descriptions

Headers (H1 - H6)

Alternative Text

Internal Links

Page Titles & Meta Descriptions

Page titles and meta descriptions appear in the HTML code of your website's header section. They act as ad text to the search engines, and can be used to market your pages.

Action Item — *Review and adjust all page titles and meta description for all top-level pages. Automate for deeper level pages.*

https://epbb.com
EPB&B Insurance: Independant Insurance Agent in Portland
1521 SW Salmon St. Portland, OR 97205 · insure@epbb.com · (503) 227-1771; Business Hours: Mon-Fri: 8am - 4:30pm. Sat & ...

*Example of your homepage page title and meta description.

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Headers

Headers improve user experience by breaking the content on a page into organized sections. They show up in the page's HTML and contain a hierarchy from H1 – H6. The search engines read the header tags to understand the page's structure.

Your site is hit and miss on best practices, meaning having only one H1 on each page, followed by H2s and H3s with a logical content hierarchy.

Action Item *— Improve keyword usage in the headers and organize Tag hierarchy*

```
<H1> What type of insurance are you looking for?
    <H3> Business
    <H3> Workers' Compensation
    <H3> Personal
    <H3> Bonding
    <H3> Group Health
    <H3> Life
                <H6> -Pattye Larson, KD&J Inc.
                <H6> -Dan Pred
                <H6> -Rob Howells
                <H6> -Jan Zurfluh, Valued Insured
                <H6> -Brandi Tuck, Portland Homeless Family Solutions
                <H6> -Terry Currier, Oregon Music Hall Of Fame
                <H6> -Mike Merrigan, Feed The Hungry
<H2> Our Team
<H2> About Us
<H2> Our Mission
                <H6> Community
<H2> EPB&B Supports Blanchet House In Their Mission of Help and
Hope
```

*This is the current Tag hierarchy for you homepage

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Alternative Text

Alternative text is HTML code that describes an image appearing on a web page. It's required for web accessibility, and also helps the search engines understand the relevance of your images.

Alternative text on your website needs comprehensive review. We've found gaps where there is missing or thin alternative text.

Action Item *— Update the alternative text on the top 20 most visited pages on your site. Follow best practices for alt text when adding future images to the site.*

IMAGES ⑦

14

without ALT

11

without TITLE

14

548f23381264334513b4bf043c5ba07b
ALT: /
Title: /

548f23381264334513b4bf043c5ba07b
ALT: /
Title: /

cropped-epbb_logo_white.png
ALT: EPB&B Insurance – Portland, Oregon
Title: /

business.png
ALT: /
Title: /

workers-comp.png
ALT: /
Title: /

personal.png
ALT: /
Title: /

*Example of missing Alt text on homepage images.

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Internal Links

Internal links are links that point from one page on your website to another page on the same site. They make it easier for the search engine to crawl and index your website. They also signal to the search engines which pages are most important.

Your site meets best practices for internal link usage but could be more strategic with signaling most important pages

Action Item — Review and update key links that drive user journey toward becoming customer

Title and URL	Backlinks	Domains	External Links	Internal Links
Captcha http://epbb.com/	784	150	0	0
Independant Insurance Agent in Portland | EPB&B Insurance https://epbb.com/	169	89	12	60
Captcha http://www.epbb.com/	166	51	0	0
Contact Us - EPB&B Insurance - Portland, Oregon https://epbb.com/contact/	49	16	13	49
https://epbb.com/open-windows-be-careful-with-young-children/	32	12	0	0
http://epbb.com/index.php/business-insurance-menu-items/contractors/63-general-interest/18...	45	11	0	0
Homeowners' Insurance, Portland | EPB&B Insurance https://epbb.com/insurance-for-individuals/homeowners/	11	10	13	47
Our Story - EPB&B Insurance - Portland, Oregon https://epbb.com/about-us/	17	10	12	50
Car Insurance, Portland | EPB&B Insurance https://epbb.com/insurance-for-individuals/auto/	11	9	13	47
Personal Insurance Services | EPB&B Insurance https://epbb.com/insurance-for-individuals/	9	8	12	59
Business Insurance, Portland | EPB&B Insurance https://epbb.com/insurance-for-business/	9	8	12	64

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On-Site Optimization Summary

Overall, on-site optimization is a weakness of the website. Recommendations include:

❏ Integrate focus keywords into custom page titles and meta descriptions for all top-level pages. Automate this process for deeper-level pages.

❏ Improve keyword usage in the headers and organize tag heirarchy

❏ Update the image alternative text on the top 20 most-visited pages on the site. Follow best practices for alt text when adding future images to the site.

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Off-Site SEO

Off-Site SEO

Backlinks

Social Media

Local Search

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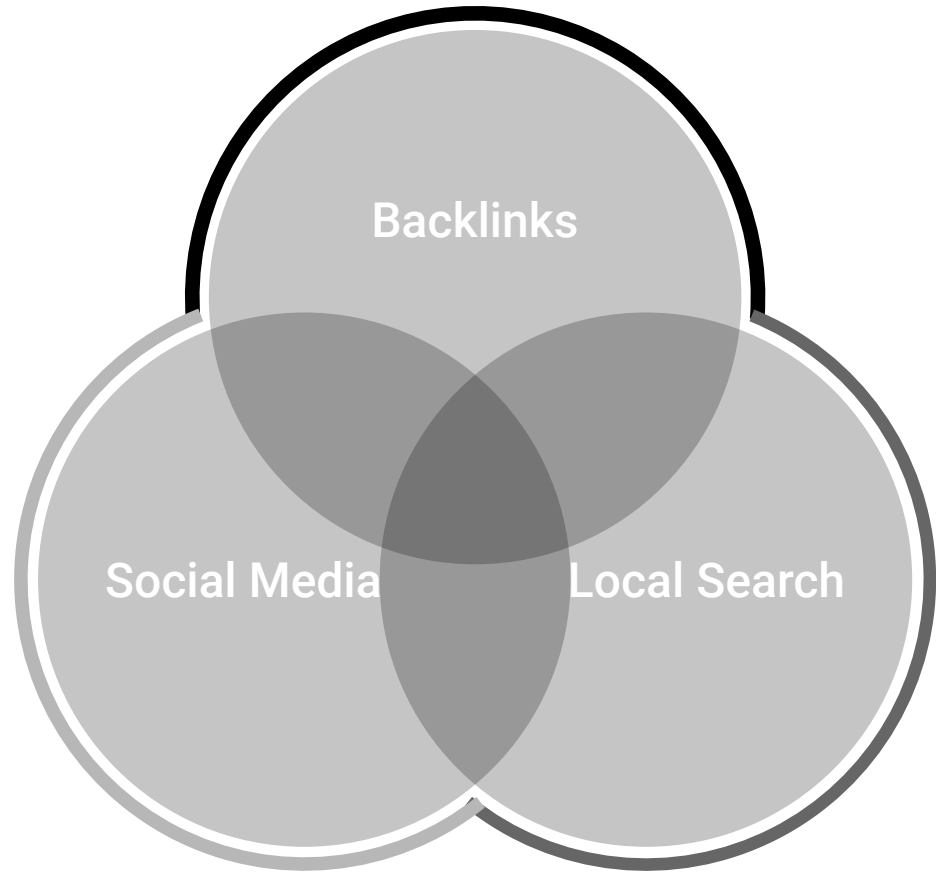
Backlinks

Links from other websites that point to your website act as votes of endorsement. We call these links "backlinks".

Our goal is to have a backlink network of high-quality websites. This is the biggest signal to the search engines of your website's authority.

We can score "authority" via domain rating. Your site currently has a domain rating of 19/100 according to SEMrush

Authority Score *i* new

19 Low authority but niche relevant

Referring Domains *i*

391 −3%

Backlinks *i*

1.4K −4%

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Competitor Backlinks

Our goal with backlinks and domain rating is to be a leader in your competitor space. A local business doesn't need as high of an authority score for example compared to a national brand.

Here's how your site stacks up in the competitive set.

Action Item — Invest in informative content (industry specific) and possible link building via real-world marketing initiatives.
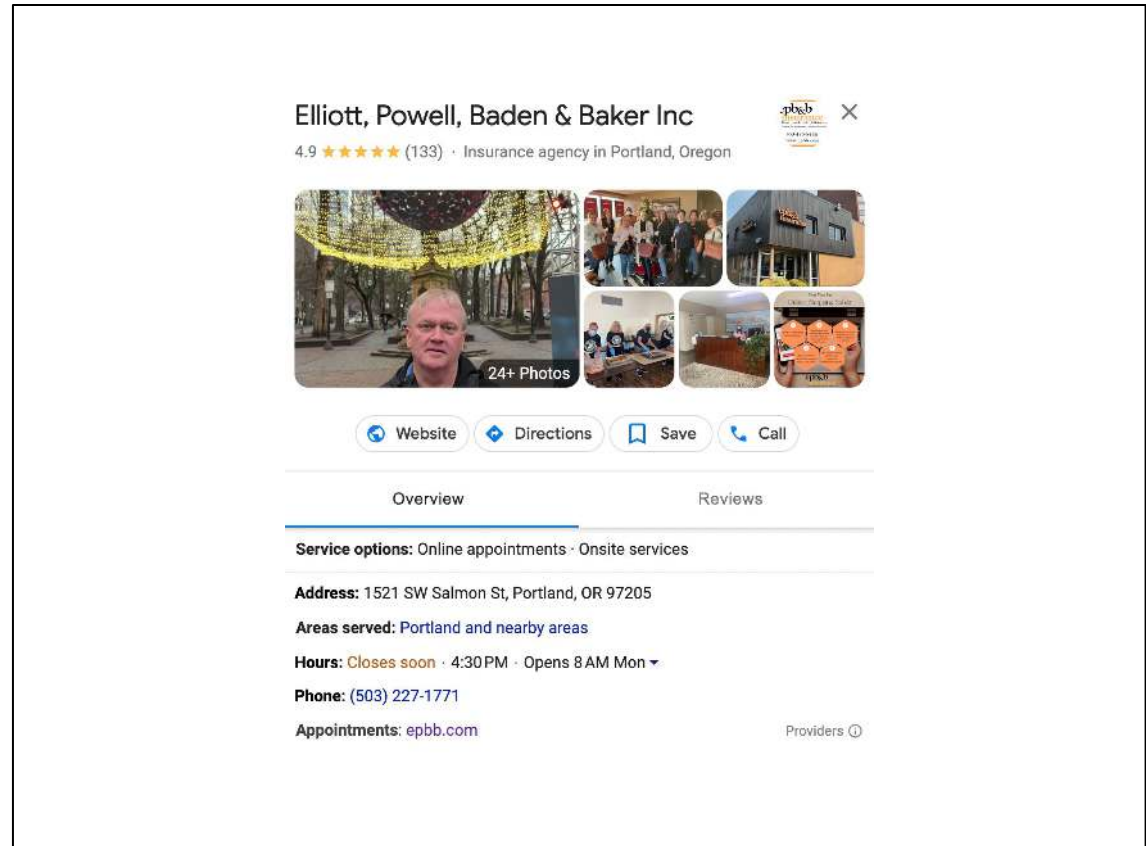
Domain/URL	Authority Score
● epbb.com	19
● laporte-insurance.com	20
● jdfulwiler.com	22
● federatedinsurance.com	35
● bbinsurance.com	40

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Local Search

The search engines look to your listings in portals such as Google Maps, Yelp, Yellowpages.com and more to understand your business's name, address, phone number, service area, hours of operation, etc. This information needs to be accurate.

Google Maps is at the center of this local search ecosystem.

Action Item - Your listing is claimed but could be optimized. You also have a duplicate to be removed.

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Local Search

When we scan your local business listing for a "health" assessment which looks for the consistency, accuracy, and breadth of distribution in local search beyond Google Maps, we find opportunity to improve.

*Action Item — Invest in local search with citation building and clean up to increase the health scores. ***There are a number of iterations of your business name across the internet*

Quality of your location data online, out of 26 directories we searched successfully:

50%
MISSING

42%
INCORRECT

8%
CORRECT

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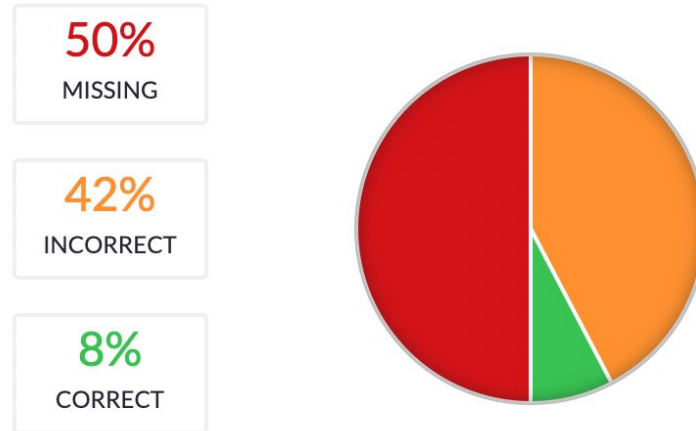
Social Media

Social media engagement is another off-site signal where the search engines can better understand your business. Because the social web is complex and has a paid component via ads, the individual performance of a post isn't a strong SEO signal. Instead, consistently updated social channels are a positive trust symbol for the search engines.

Action Item — *None needed. Your social networks are well managed and maintained.*

☑ Engaged on social networks that are applicable to your industry.

☑ Consistency of posting.

☑ Posts include links back to your website.

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Off-Site SEO Summary

Overall, off-site SEO is moderate with lot's of potential to grow domain authority over time.

Recommendations include:

❏ Grow your Domain authority! Create strategic content that your ideal customer loves. Consider in investing in link building after content is refined. Also, consider sponsoring events and conferences to build brand awareness.

❏ Citation building in the local search space to help grow your local listing accuracy and distribution breadth beyond Google Maps.

❏ Continue the great work on social media!

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Summary

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In Conclusion

Core Findings: Your site has a foundational online presence that is competitive in branded searches.

Developing a overall keyword strategy and applying correctly will be key in climbing rankings for the right terms and growing overall website traffic.

After a keyword strategy is in place we recommend optimizing current content and producing new informative content to better match search intent of your ideal client.

We also recommend applying On-page SEO systematically through key pages.

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Next Steps

SEO Assessment → **SEO Set-Up** → **Monthly Services**

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