



# SEO / Visibility Project

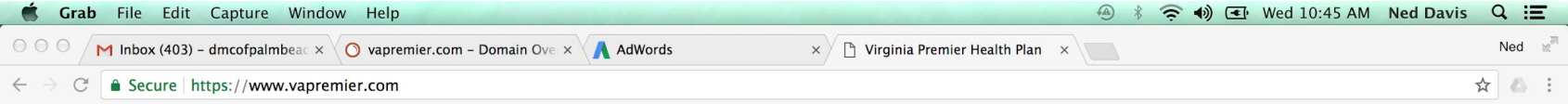
viriniapremier.com

By Ned Davis

A SEDNA Consulting Group SEO Associate

2017

# HOME PAGE Challenge: low online visibility with key search terms



Log into MyVirginiaPremier | Find a Provider

Select Language | ▼



Shoppers ▾ Members ▾ Providers ▾ Medical Home ▾ Program Integrity ▾ Careers ▾ About Us ▾

Bringing Medicaid & Medicare to Virginia

Come see the plans we have for you.

Members

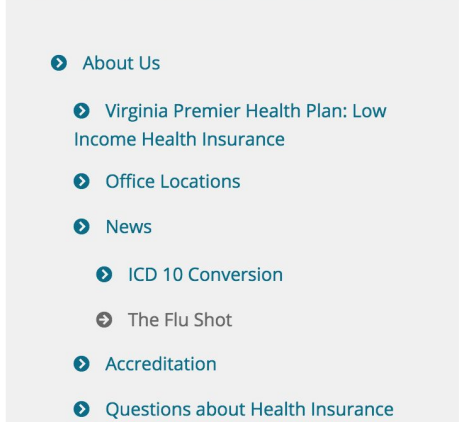
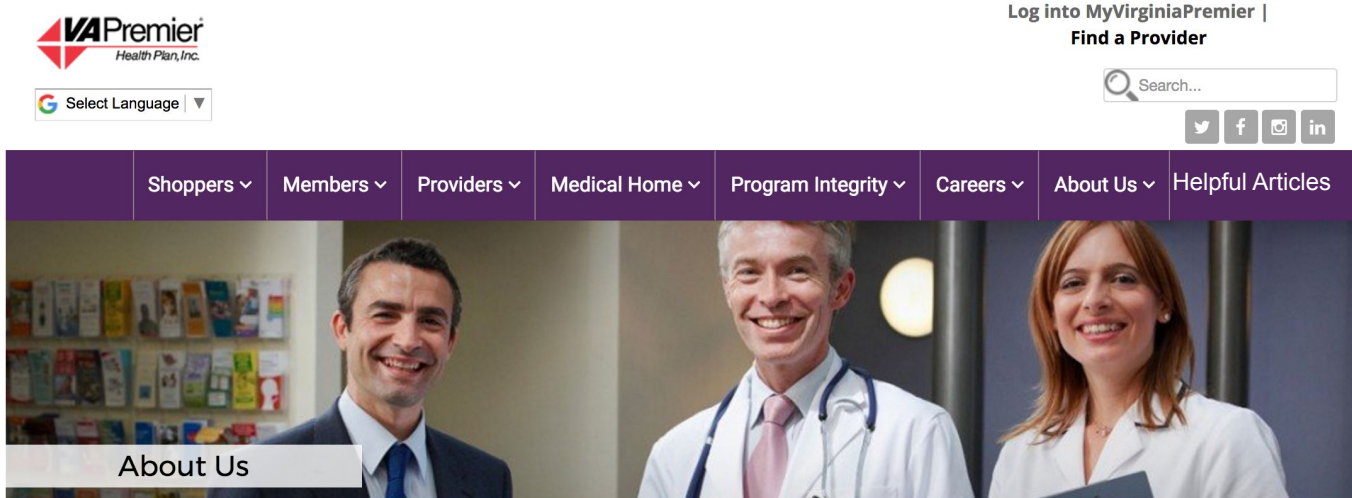
Providers



Introducing Virginia Premier Elite Plus

Introducing Virginia Premier Elite Plus

FILL THE NEED: Create **Strong Original Content** - Use SEO optimized articles that are integrated as a source of relevant info on the website.



### The Flu Shot



<- add  
HELPFUL  
ARTICLES  
Section

As a NAV  
item it  
boosts  
The SEO  
visibility  
Adds URL  
Structure  
google  
rewards w/  
Higher  
rankings.

# Domain Traffic Analysis - Optimization Efforts Paying Off

## Domain Overview "vapremier.com" ⓘ

Desktop Mobile

Categories: Sports Finance Arts & Entertainment Show details ▾

### ORGANIC SEARCH

**6.9K** 0% TRAFFIC

SEMrush Rank	159K
Keywords	5.8K 0%
Traffic Cost	\$11.4K 0%

### PAID SEARCH

**0** 0% TRAFFIC

Keywords	0 0%
Traffic Cost	\$0 0%

### BACKLINKS

**780** TOTAL BACKLINKS

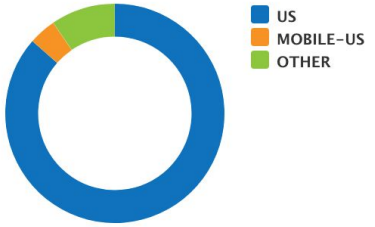
Referring Domains	140
Referring IPs	141

### DISPLAY ADVERTISING

**0** 0% ADS

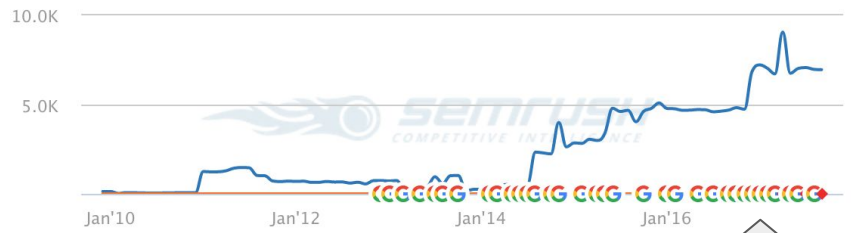
Publishers	0 0%
Advertisers	0 0%

### ORGANIC KEYWORDS



NO DATA  
Paid search data not found

ORGANIC PAID Notes 1M 6M 1Y 2Y All Time



In 2017 you can see the organic traffic beginning to increase.

# Keyword Analysis - "VA Insurance" is a primary term to target

Dashboard > Keyword Analytics > va insurance

See all plans & prices

## Keyword Overview: va insurance

Live data: 13 Sep 2017 | Device: Desktop | Currency: USD

Overview

Phrase Match

Related Keywords

Ads History

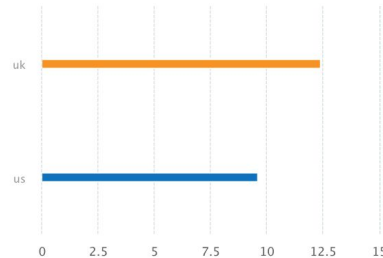
### live update ORGANIC SEARCH

Volume	1.6K
Number of results	114M

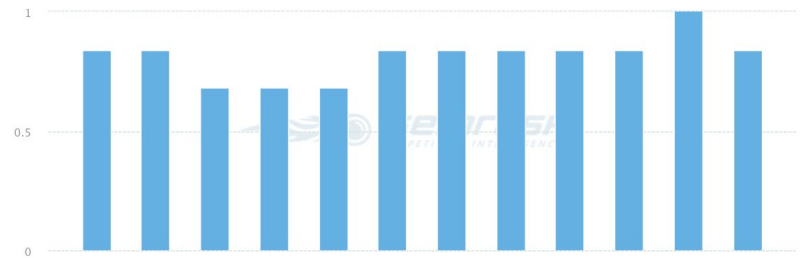
### live update PAID SEARCH

CPC	\$9.62
Competition	0.76

### live update CPC DISTRIBUTION



### TREND



### PHRASE MATCH KEYWORDS (238,268)

Keyword	Volume	CPC (USD)	SERP
<a href="#">farmers insurance</a>	368,000	5.11	
<a href="#">nationwide insurance</a>	301,000	2.99	
<a href="#">progressive insurance</a>	246,000	3.51	
<a href="#">car insurance</a>	201,000	58.52	
<a href="#">state farm insurance</a>	201,000	2.79	

Export

View full report

### live update RELATED KEYWORDS (1,793)

Keyword	Volume	CPC (USD)	SERP
<a href="#">veterans affairs insurance</a>	50	18.23	
<a href="#">insurance va</a>	40	18.57	
<a href="#">veterans administration insurance</a>	90	11.22	
<a href="#">va insurance benefits</a>	70	6.44	
<a href="#">veteran affairs insurance</a>	20	6.12	

Export

View full report

# Keyword Analysis - The increase in the Keyword pool of search terms will driver more organic traffic.

vapremier.com

Desktop

Mobile

TUTORIAL

Organic Search Positions for google.com database

5.8K

KEYWORDS

Traffic

Keywords

Notes

1M 6M 1Y 2Y All Time

SERP Features

6.9K

TRAFFIC

10.0K

5.0K

Linking to domain:

Site links 0.27%

Featured snippet 0.08%

Not linking to domain:

Knowledge panel 19.42%

Instant answer 0.15%

Local pack 8.60%

Top stories 0.37%

Other

\$11.4K

TRAFFIC COST

Jan'10

Jan'11

Jan'12

Jan'13

Jan'14

Jan'15

Jan'16

Jan'17

ORGANIC SEARCH POSITIONS 1 - 100 (5,864)

Export Manager

Filter by keyword

Advanced filters

Export

Our SEO efforts have seen a dramatic rise in organic traffic in 2017.

# 301 redirects - for “legacy” search links **VAPremier.com**

OLD SITE URLS and MAPPED to NEW SITE URL's

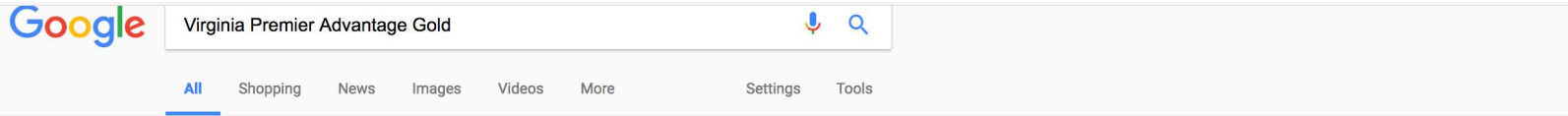
STEPS:

1. HTACCESS FILE in wordpress manager / server domain control
2. Access domain controller
3. Create a legacy link analysis
4. Create the “redirect 301 MAP (spreadsheet)
5. Send GOOGLE BOT to the website to crawl/updated the links and pass through the 301's and pull the new page(s)

Open up IIS Manager and click the domain. Open up URL Rewrite and paste the old path into the top input box and then the new path in the 2nd input



# SERP: “Virginia Premier Advantage Gold” KWD



About 631,000 results (1.37 seconds)

## [Learn About the Gold Advantage - The Time to Invest is Now](#)

[Ad](https://info.hartfordgoldgroup.com/Gold/FreeGuide) info.hartfordgoldgroup.com/Gold/FreeGuide

With Our Price Match Guarantee We Will Meet or Beat Any Competitor's Price.  
Services: Gold & Silver Investment, Market Crash Survival, Government Debt Survival, Gold Coins  
A Rating – Better Business Bureau  
[Gold & Silver Investing](#) · [Gold & Silver News](#) · [Free Investors Guide](#) · [Discover the IRS Loophole](#)

## [Advantage Gold - Official Site - Top 401k to Gold IRA Advisors](#)

[Ad](https://offers.advantagegold.com/) offers.advantagegold.com/

Get a Free **Gold IRA Guide** Today and Start Securing Your Retirement Fund.  
BCA Member · Leading Gold IRA Experts · BBB Accredited Business · TrustLink: 4.9 of 5 Stars  
Highlights: No Government Risk, Diversification, Liquidity, Tax Deferred Growth, Global Demand...  
[Popular Products](#) · [Our Gold Blog](#) · [Gold IRA Video](#) · [Why Gold?](#)

## [MA 2017 | Virginia Premier Health Plan](#)

<https://www.vapremier.com/ma-2017/>

Sep 27, 2017 - Introducing Virginia Premier Medicare Advantage Plans ... Important details about our **Virginia Premier Advantage Gold (HMO)** and Advantage ...

## [Virginia Premier Health Plan](#)

<https://www.vapremier.com/>

Sep 7, 2017 - With **Virginia Premier Elite Plus**, we'll be there with you every step of the way to make sure your care is done right. To show you what we mean, ...

## [CompleteCare | Virginia Premier Health Plan](#)

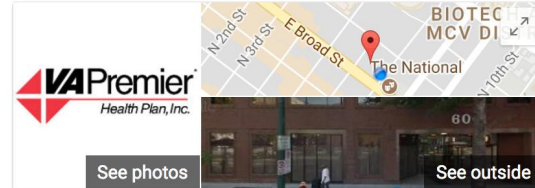
<https://www.vapremier.com/members/completecare/>

Jul 20, 2017 - **Virginia Premier CompleteCare** (Medicare-Medicaid Plan) is a health plan in the Commonwealth Coordinated Care program. A Medicare-Medicaid plan is an organization made up of doctors, hospitals, pharmacies, providers of long-term services and supports, and other providers.

## [Providers - Virginia Premier Health Plan](#)

<https://www.vapremier.com/providers/>

Apr 17, 2017 - **Virginia Premier**: TANF, FAMIS & FAMIS Moms, **Virginia Premier CompleteCare** (Medicare-Medicaid Plan), a Commonwealth Coordinated ...



## Virginia Premier Health ★

1.6 ★★★★★ 5 Google reviews

Insurance agency in Richmond, Virginia

[Website](#)

[Directions](#)

**Address:** 600 E Broad St # 400, Richmond, VA 23219

**Hours:** Open today · 8AM–5PM

**Phone:** (800) 727-7536

[Suggest an edit](#)

**Know this place?** [Answer quick questions](#)

[Send to your phone](#)

[Send](#)

## Reviews

[Write a review](#)

[Add a photo](#)



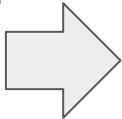
"What are **people** supposed to do with a sick child?"



"If I could give 0 stars I would."

[View all Google reviews](#)

Ranking #4  
for this  
competitive  
term.





## ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

### CONTENT

<b>Cq</b>	QUALITY	Are pages well written & have substantial quality content?
<b>Cr</b>	RESEARCH	Have you researched the keywords people may use to find your content?
<b>Cw</b>	WORDS	Do pages use words & phrases you hope they'll be found for?
<b>Cf</b>	FRESH	Are pages fresh & about "hot" topics?
<b>Cv</b>	VERTICAL	Do you have image, local, news, video or other vertical content?
<b>Ca</b>	ANSWERS	Is your content turned into direct answers within search results?
<b>Vt</b>	THIN	Is content "thin" or "shallow" & lacking substance?

### ARCHITECTURE

<b>Ac</b>	CRAWL	Can search engines easily "crawl" pages on site?
<b>Ad</b>	DUPLICATE	Does site manage duplicate content issues well?
<b>Am</b>	MOBILE	Does your site work well for mobile devices & make use of app indexing?
<b>As</b>	SPEED	Does site load quickly?
<b>Au</b>	URLS	Do URLs contain meaningful keywords to page topics?
<b>Ah</b>	HTTPS	Does site use HTTPS to provide secure connection for visitors?
<b>Vc</b>	CLOAKING	Do you show search engines different pages than humans?

### HTML

<b>Ht</b>	TITLES	Do HTML title tags contain keywords relevant to page topics?
<b>Hd</b>	DESCRIPTION	Do meta description tags describe what pages are about?
<b>Hs</b>	STRUCTURE	Do pages use structured data to enhance listings?
<b>Hh</b>	HEADERS	Do headlines & subheads use header tags with relevant keywords?
<b>Vs</b>	STUFFING	Do you excessively use words you want pages to be found for?
<b>Vh</b>	UNUSU	Do colors or design "hide" words

# THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

## ON-THE-PAGE SEO

## OFF-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
<b>Cq</b> <sup>+3</sup> Quality	<b>Ac</b> <sup>+3</sup> Crawl	<b>Ht</b> <sup>+3</sup> Titles	<b>Ta</b> <sup>+3</sup> Authority	<b>Lq</b> <sup>+3</sup> Quality	<b>Pc</b> <sup>+3</sup> Country	<b>Sr</b> <sup>+2</sup> Reputation
<b>Cr</b> <sup>+3</sup> Research	<b>Ad</b> <sup>+2</sup> Duplicate	<b>Hd</b> <sup>+2</sup> Description	<b>Te</b> <sup>+2</sup> Engage	<b>Lt</b> <sup>+2</sup> Text	<b>Pl</b> <sup>+3</sup> Locality	<b>Ss</b> <sup>+1</sup> Shares
<b>Cw</b> <sup>+2</sup> Words	<b>Am</b> <sup>+2</sup> Mobile	<b>Hs</b> <sup>+2</sup> Structure	<b>Th</b> <sup>+2</sup> History	<b>Ln</b> <sup>+1</sup> Numbers	<b>Ph</b> <sup>+3</sup> History	
<b>Cf</b> <sup>+2</sup> Fresh	<b>As</b> <sup>+1</sup> Speed	<b>Hh</b> <sup>+1</sup> Headers	<b>Ti</b> <sup>+1</sup> Identity	<b>Vp</b> <sup>-3</sup> Paid	<b>Ps</b> <sup>+2</sup> Social	
<b>Cv</b> <sup>+2</sup> Vertical	<b>Au</b> <sup>+1</sup> URLs	<b>Vs</b> <sup>-2</sup> Stuffing	<b>Vd</b> <sup>-1</sup> Piracy	<b>Vi</b> <sup>-3</sup> Spam		
<b>Ca</b> <sup>+1</sup> Answers	<b>Ah</b> <sup>+1</sup> HTTPS	<b>Vh</b> <sup>-1</sup> Hidden	<b>Va</b> <sup>-1</sup> Ads			
<b>Vt</b> <sup>-2</sup> Thin	<b>Vc</b> <sup>-3</sup> Cloaking					

### FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

## OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

### TRUST

<b>Ta</b>	AUTHORITY	Do links, shares & other factors make site a trusted authority?
<b>Te</b>	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
<b>Th</b>	HISTORY	Has site or its domain been around a long time, operating in same way?
<b>Ti</b>	IDENTITY	Does site use means to verify its identity & that of authors?
<b>Vd</b>	PIRACY	Has site been flagged for hosting pirated content?
<b>Va</b>	ADS	Is your content ad-heavy, especially "above-the-fold"?

### LINKS

<b>Lq</b>	QUALITY	Are links from trusted, quality or respected web sites?
<b>Lt</b>	TEXT	Do links pointing at pages use words you hope they'll be found for?
<b>Ln</b>	NUMBER	Do many links point at your web pages?
<b>Vp</b>	PAID	Have you purchased links in hopes of better rankings?
<b>Vi</b>	SPAM	Have you created links by spamming blogs, forums or other places?

### PERSONAL

<b>Pc</b>	COUNTRY	What country is someone located in?
<b>Pl</b>	LOCALITY	What city or local area is someone located in?
<b>Ph</b>	HISTORY	Has someone regularly visited your site or socially favored it?
<b>Ps</b>	SOCIAL	Has someone or their friends socially favored the site?

### SOCIAL

<b>Sr</b>	REPUTATION	Do those respected on social networks share your content?
<b>Ss</b>	SHARES	Do many share your content on social networks?