SEO / Visibility Project

virginiapremier.com

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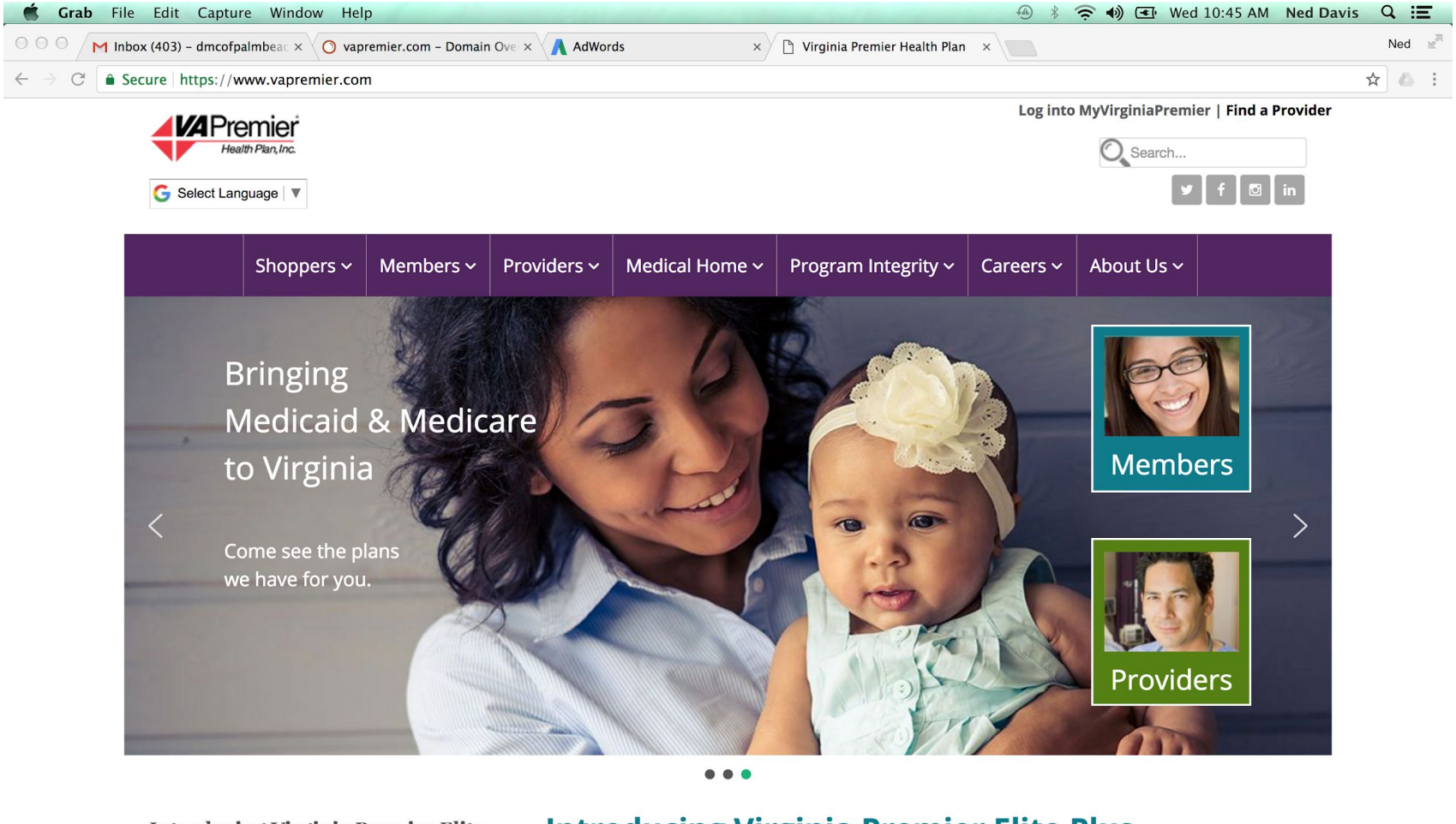
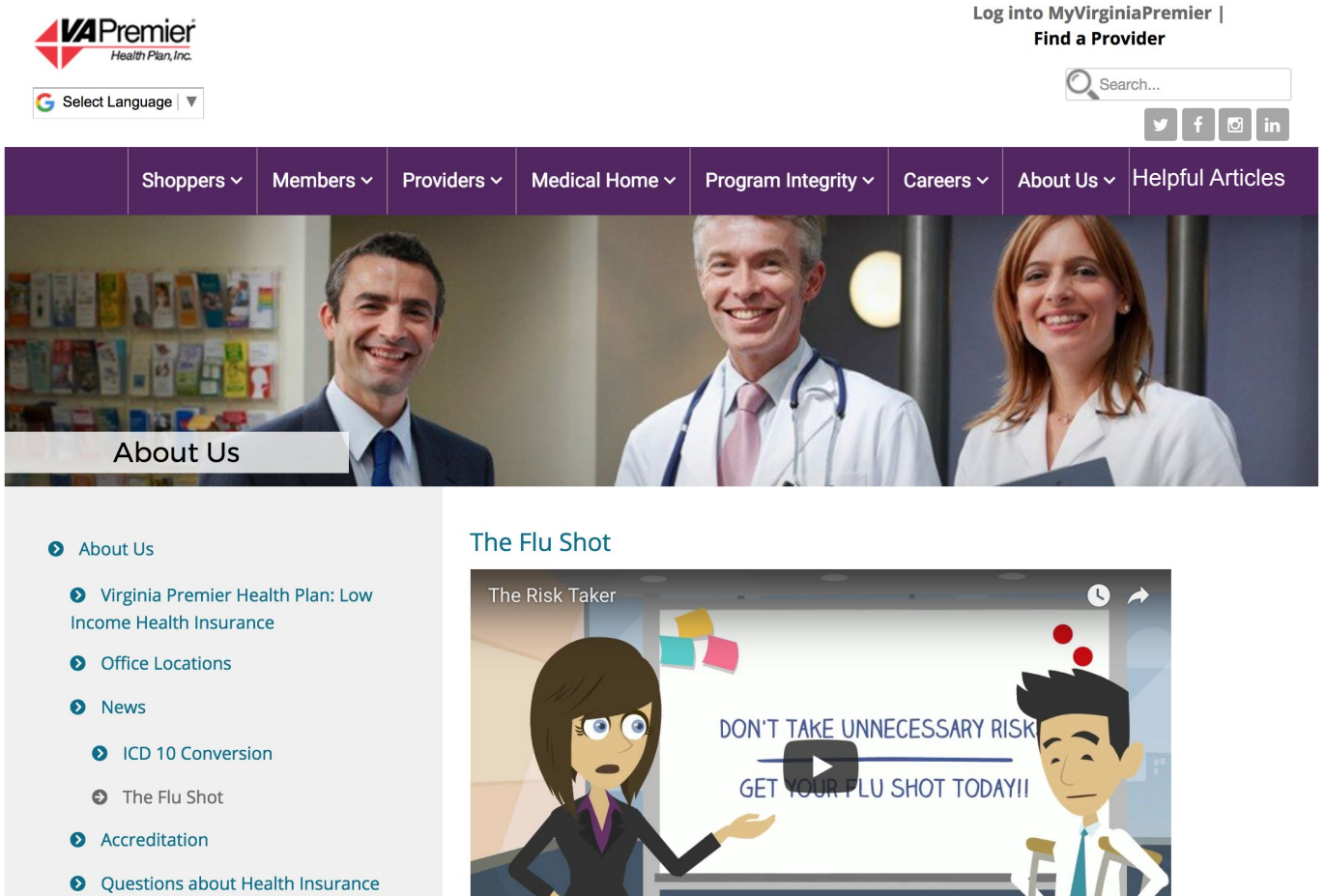
2017

HOME PAGE Challenge: low online visibility with key search terms



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



<- 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

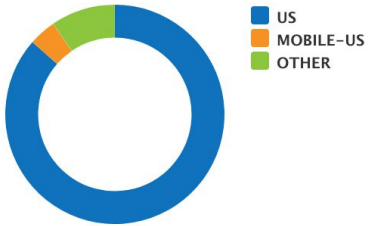
Referring Domains	140	
Referring IPs	141	

DISPLAY ADVERTISING

0 0% ADS

Publishers	0	0%
Advertisers	0	0%

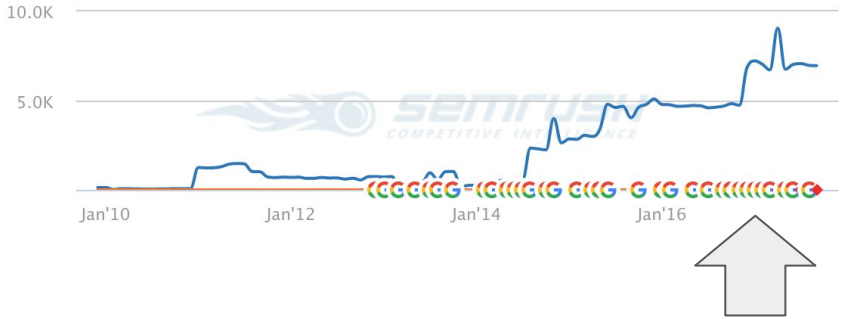
ORGANIC KEYWORDS



NO DATA

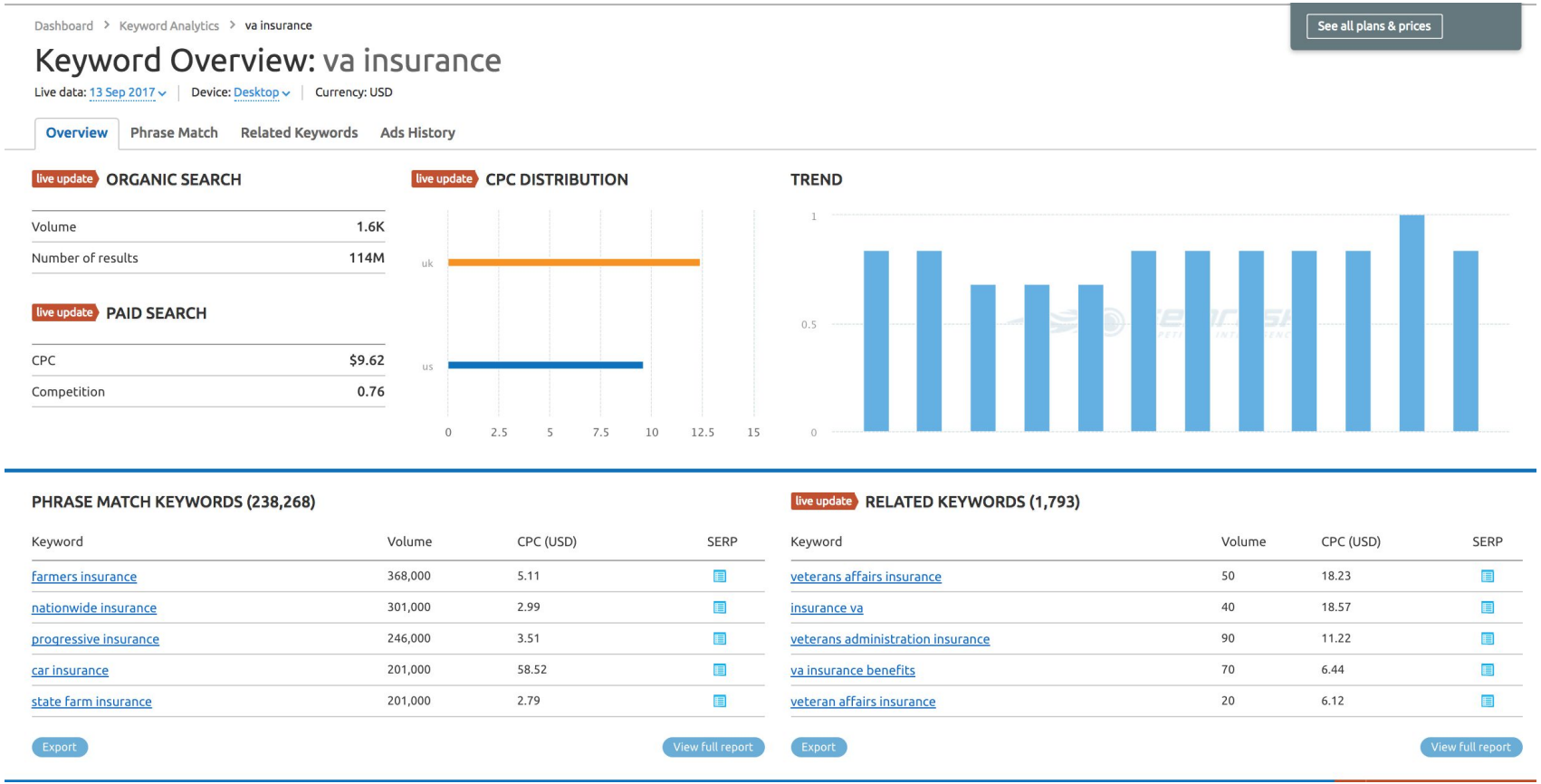
Paid search data not found

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

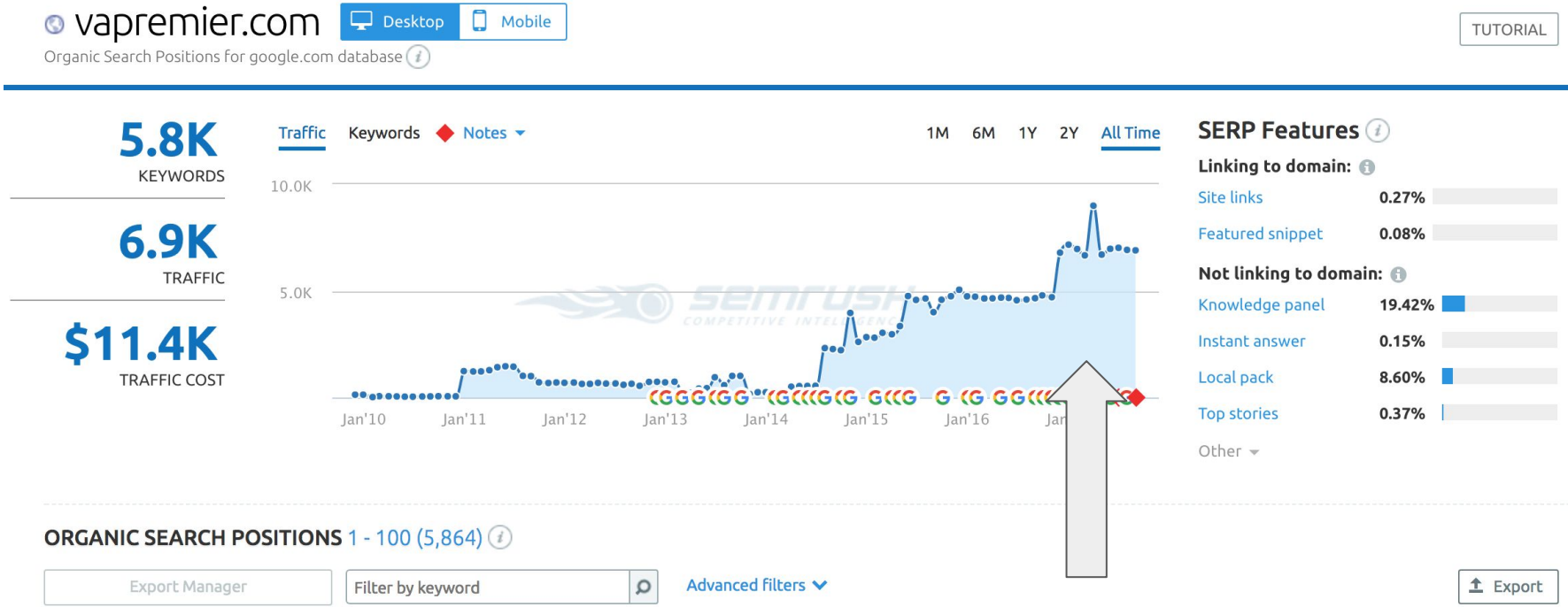


In 2017 you can see the organic traffic beginning to increase.

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



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



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

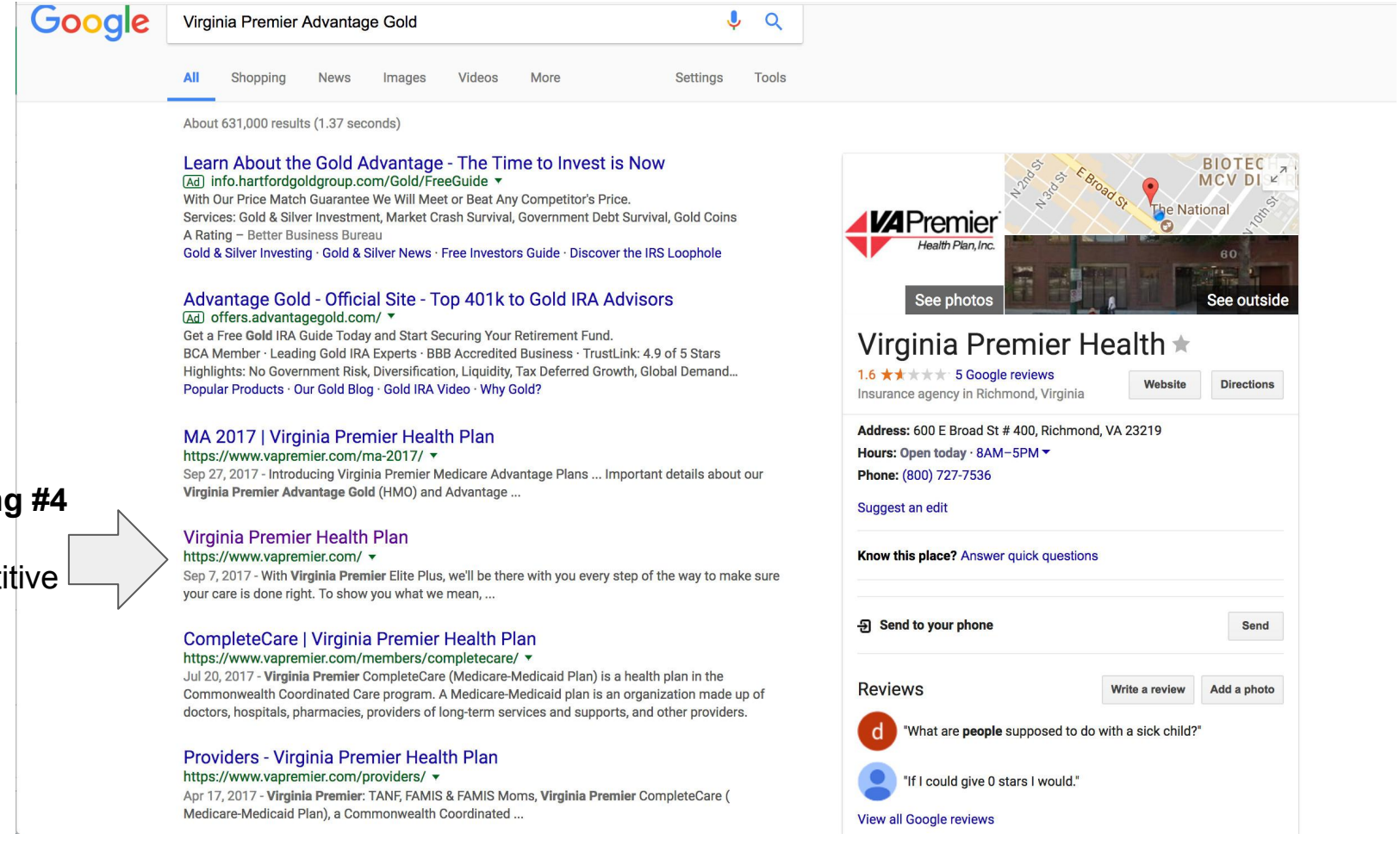
STEPS:

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

Ranking #4 for this competitive term.



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 FACTORS

These elements are in the direct control of the publisher

CONTENT

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

ARCHITECTURE

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

HTML

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

ON-THE-PAGE SEO / OFF-THE-PAGE SEO

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

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

LINKS

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

PERSONAL

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

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

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