SEO Inc.

ADVANCED INTERNET MARKETING SERVICES PROPOSAL FOR:

NAA Auctioneer **National Auctioneers Association**

auctioneers.org
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PREPARED BY:

Garry Grant

CEO

(760) 444-9222 Direct

garry@seoinc.com

www.seoinc.com

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Analysis of Key Search Engine Ranking Factors

The search engines use dozens of factors to determine which site will rank the highest for specific keywords. The 5 primary ranking factors that we evaluate from an overall perspective are the following:

1. **The code of the website** – *(code optimization)* the way the code is set up and how some of the code elements are used to build relevancy for keywords is what most people think of when they hear the words "search engine optimization." Some of these code elements include META tags, robots tags, section 508 (accessibility) tags, dealing with JavaScript, and the general code cleanliness.

2. **Website Architecture** – *(structure optimization)* the structure of the website is critical to achieving search engine rankings for two reasons. First, it is essential to make sure that your pages and content are getting indexed (consistently crawled) by the search engine spiders. Second, how pages link together, especially the use of text links, is critical to help build relevancy for keywords.

3. **Website Content** – *(content optimization)* search engine algorithms are placing more importance than ever on the text content on the website. If a site hopes to rank for specific keywords and phrases, it is critical that the site have readable text content with that keyword or phrase in the content. Mentioning a targeted phrase one time is not sufficient.

4. **Link Popularity** – *(off-site optimization)* the search engines measure the popularity of your website by the amount and quality of websites that are linking to your site. If your site does not have competitive link popularity, it will NOT achieve top rankings for keywords. We look at the sites that are consistently ranking for your keywords and make sure that we build in enough link popularity so that your website can compete for rankings.

5. **Social Media Integration** – SEO Inc. has always been an industry leader and recognizes that our client's presence in the search engine results is only one facet of most company's online marketing efforts. The growth an impact of social networking sites is very similar to growth in search a decade ago. The impact that the search engines have on building your social network is unquestionable. On the other hand, as the top social networks have grown, the impact that they have on your site's ability to achieve and maintain rankings on the search engines has evolved too. It is truly a situation where one hand feeds the other, and social media should be considered a significant component of your SEO strategies.

Initial Keyword Analysis

Below is a preliminary list of keywords based upon our initial discussion. This review will allow the ability to research your targeted keywords to help with the formulation of our recommendations. Please note that this is a small sample and not a final keyword analysis for your campaign. Upon engaging with SEO Inc., an in-depth analysis will take place over multiple days to ensure that no keywords are overlooked. The estimated monthly searches derived from the Google AdWords Keyword Search Estimate Tool. *NOTE: Google Search Location is the United States*

Targeted Keyword	All Monthly Google "Exact" Searches	Your Google Position
Auction	100,000	-
Estate sale	26,000	-
NAA	21,000	8
Auctioneer	13,000	13
Online auction	8,200	-

The data above shows that auctioneers.org is not capitalizing on keywords that are generating high localized search traffic. *(-) = not ranked in the top 200 results*

Historical Keyword Trend Analysis

The data below shows the number of keyword rankings for auctioneers.org since February within the top 50 Google results. Your keyword rankings have been plateauing since September of this year.
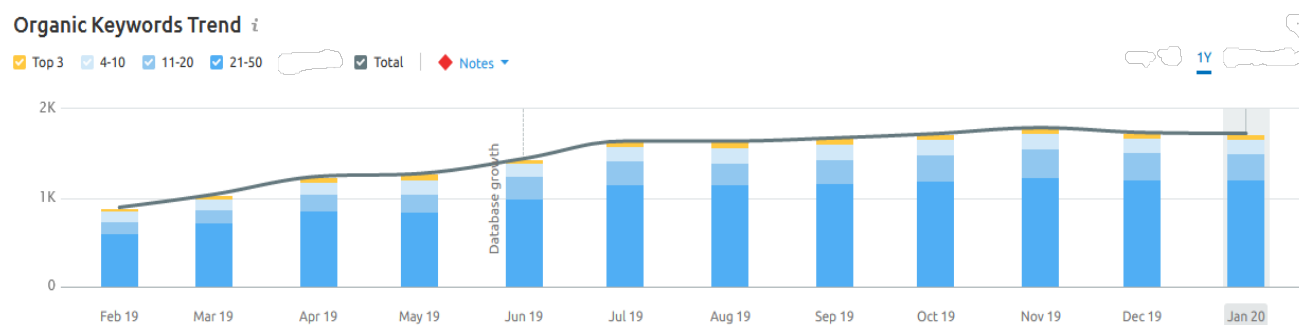
Competitive Current Google Rankings for auctioneers.org

Below is a preliminary list of what our research reveals to be your top traffic-producing keywords from organic search ranking within the first 20 results of Google. *(Please be advised an accurate assessment cannot be made without direct access to your analytics tools).*

Keyword	Google Position	USA Monthly Google "Exact" Searches	Traffic %
auctioneer school	1	1900	23.61
national auctioneer's association	1	720	15.23
auctioneer	8	9900	7.85
auctioneer	9	9900	7.85
designation	18	40500	3.19
naa	5	12100	3.19
ringman	2	880	3.01
benefit auctioneer	1	210	2.59
auctioneer school near me	1	210	2.59
amm	7	12100	2.53
auctioneers association	1	70	1.48
association of auctioneers and valuers	1	90	1.11
laws on selling guns at auction	1	90	1.11
national auctioneers association logo	1	50	1.05
auctioner	6	720	0.95
auctioner	5	720	0.95
naa new orleans	1	70	0.84
international auctioneers conference and show	1	70	0.84
national auctioneers association convention 2017	1	30	0.63
national auctioneers association members	1	30	0.63

Competitive Landscape & Analysis

The following information has been compiled to provide an understanding of how well some of your competitors are performing and how many keywords *(within the first 20 results of Google)* provide their estimated traffic. We have identified many websites as potential competitors for many of your top keywords. ***Please note traffic estimates are not 100% accurate but are a competitive snapshot.***

| URL	# of Common Ranking Keywords	# of Total Keywords Ranking	Monthly Organic Traffic *(estimated)*
auctionschools.com	83	1037	1928
worldwidecollegeofauctioneering.com	44	486	696
americasauctionacademy.com	35	554	216
wisconsinauctioneers.org	45	1367	244
theohioauctionschool.com	33	576	237
mikebrandlyauctioneer.wordpress.com	35	799	1087
ncalb.org	28	738	321
reppertauctionschool.com	29	276	107
montanaauctioneers.org	16	241	17
reppertschool.com	28	197	464
assiter.com	19	1131	2645
msaa.org	29	1739	845
georgiaauctioneers.org	12	290	65
texasauctioneers.org	15	965	378
massauctioneers.com	7	195	42
kentuckyauctionacademy.com	19	259	106
coauctioneers.com	12	359	274
learntoauction.com	22	164	286
auctioneerschool.com	33	133	161
auctioneers.org	-	3,100	3,800

Competitive Link Popularity Analysis

The table below lists some of your competitor's websites that consistently rank well for several of your top keywords. The metrics indicate the relative amount of linking authority that your site has compared to your competitor's websites. Much of the authority is derived from your website's link popularity, which is an essential ranking criterion. One of the goals of the SEO campaign will be to take steps to build your website's authority by increasing link popularity from a variety of sources.

Inbound Link Metrics

URL	Incoming Links	Linking Domains	Domain Rating
industrialauctioneers.org	1,008,091	52	29
lmaweb.com	352,910	324	54
wisconsinauctioneers.org	195,909	68	40
iowaauctioneers.org	203,476	71	37
idahoauctioneers.org	318	21	16
auctioneers.org	**5,278,850**	**1,993**	**75**

Explanation of Inbound Link Metrics:

- **Incoming Links** - Number of external links linking to this URL/domain.
- **Linking Domains** - Number of unique root domains (e.g., *.example.com) linking to this URL/domain.
- **DR (Domain Rating)** - Predicts this domain's ranking potential in the search engines based on an algorithmic combination of all link metrics. Domain Rating scores are on a 100-point, logarithmic scale.
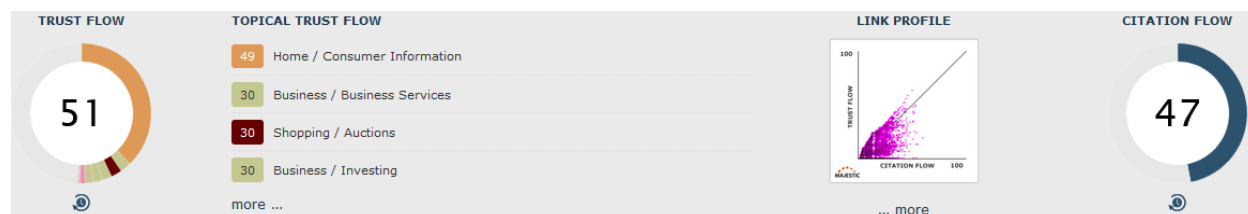
Trust Flow: how trustworthy a page/domain is based on how trustworthy sites tend to link to trustworthy neighbors.

Citation Flow: how influential a URL is based on how many sites link to it) to identify any potentially harmful or unrelated links to your industry.

***NOTE:** SEO Inc. will refine your link profile to raise your trust flow and strengthen your link profile.*

SEO Evaluation and Recommendations for auctioneers.org

We have made the following evaluation and recommendations based on our initial analysis of your website as an introduction to our services, and they are not to be considered comprehensive. Once you have engaged our firm, our technical team will provide you with a detailed line-item evaluation, including our recommended comprehensive plan of action.

General Site Factors:

URL: auctioneers.org
Age of Domain: 22 Years 11 Months
Length of current site version: N/A
Site Platform: Custom
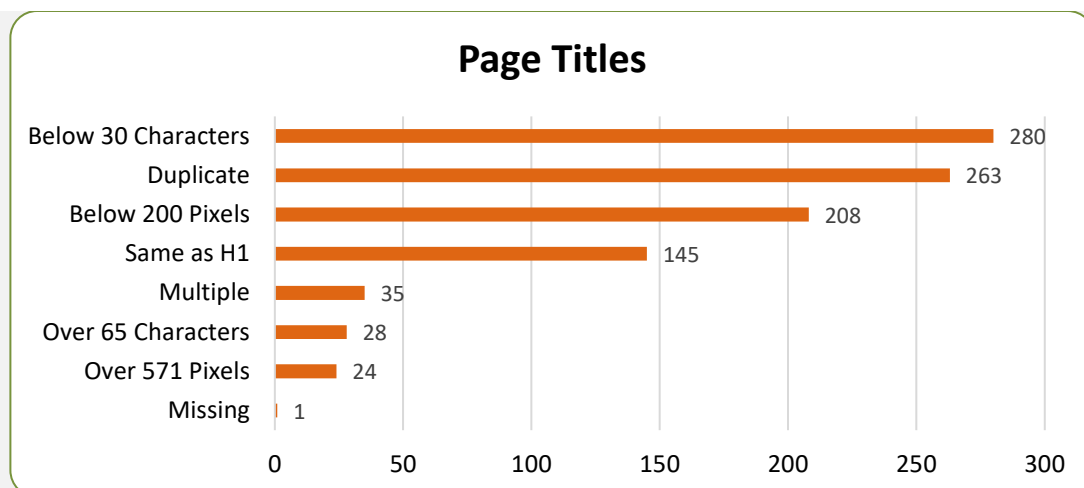**Site Language**: PHP
Web Analytics: Google Analytics
Site Developed By N/A

We have attached a letter grade for each of the criteria we have analyzed. The letter grades equate to the following:

A   <u>Perfect</u>: *You have done a great job, and we wouldn't change a thing.*
B   <u>Decent</u>: *You have addressed the issue, but it needs to be fine-tuned*
C   <u>Poorly Implemented</u>: *An attempt was made but implemented incorrectly*
D   <u>Implemented Incorrectly</u>: *An attempt was made, and the result is negatively affecting the site.*
F   <u>Completely Missing</u>: This is a necessary component of SEO that was not found on your website

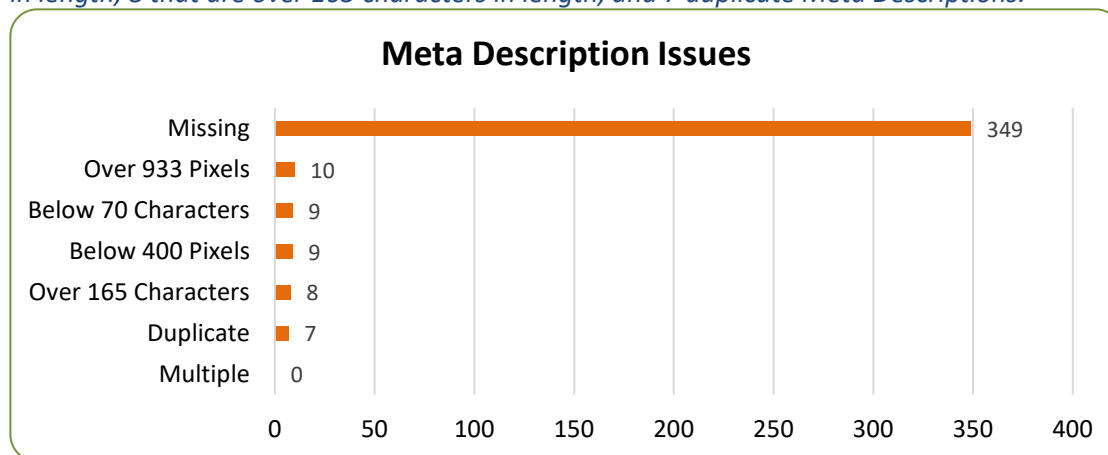| Evaluation	GRADE
Assessment of Website Code/Optimization:	
Each page on your website should be optimized around primary a keyword with additional variations of that keyword that is targeted. Many specific code elements on each page may be used to reinforce the theme of the page.	
Page Titles One of the essential elements used by search engines to identify keywords and associate the page with a theme or topic(s) is the page's title tag. Rankings are heavily influenced by the presence of keyword(s) and the positioning of those keywords in the title tag. It is also important that all pages have a unique page title to help distinguish each page as unique. Effective title tags also help users recognize if the page is likely to be relevant to a particular search query. ***Comments:*** *SEO Inc. has found that your site has 280 Title Tags that are below 30 characters in length, 263 pages with duplicate Title Tags, 145 Title Tags that are the same as an H1, 35 pages with multiple Title Tags, and 28 that are over 65 characters in length.*	*D*

Page Titles

Below 30 Characters — 280
Duplicate — 263
Below 200 Pixels — 208
Same as H1 — 145
Multiple — 35
Over 65 Characters — 28
Over 571 Pixels — 24
Missing — 1

(x-axis: 0, 50, 100, 150, 200, 250, 300)

Descriptions Tags   *F*

It is a core SEO best practice to optimize unique Meta Descriptions Tags on your important pages. This tag gives Google and other search engines a summary of what your page is all about as well controls what is displayed on the SERPs (Search Engine Results Pages). The way that these are written can help increase click-through rates by adding a marketing spin.

Comments:

SEO Inc. has found that your site has 349 pages missing a Meta Description, 9 that are below 70 characters in length, 8 that are over 165 characters in length, and 7 duplicate Meta Descriptions.

Meta Description Issues

Missing — 349
Over 933 Pixels — 10
Below 70 Characters — 9
Below 400 Pixels — 9
Over 165 Characters — 8
Duplicate — 7
Multiple — 0

(x-axis: 0, 50, 100, 150, 200, 250, 300, 350, 400)

Heading Tags   *D*

Heading tags are used to present structure on your pages to visitors and should be unique on each page. There are six sizes of heading tags, beginning with <h1>, the most important, and ending with <h6>, the least important. Similar to how newspapers and magazines use headings and sub-headings to help readers, websites can use special tags in their HTML. These tags not only help human readers read the content, but they also help search engine spiders better understand the content on a page and what is most important. It is a good idea to use heading tags to improve signal to the search engines, what the web page is about.

Comments: