

ConveyMfg.com Site Wellness Report Website SEO overview, strategic insights and action plan

Executive Summary:

This preliminary report is like a checkup with your doctor; it's not a full physical, it's a quick assessment and identification of issues which may be impacting your business in a negative way: affecting your site's visibility in the results provided by the major US search engines.

- **Keyword review:** site performance on existing search phrases
- **Findings on technical issues** which affect your Google rankings
- **Keyword research results:** search volumes and site rankings
- **Competitive ranking reports,** top 4-5 competitors
- **Search marketing recommendations:** what's your best path forward? *For Convey Manufacturing, it's not SEO; competitor rankings suggest paid search (PPC) to start.*

To continue the analogy, after you consider these findings, the next step would be a more thorough analysis and detailed recommendations, like an Executive Physical at the Mayo Clinic, Cleveland Clinic or the Cooper Clinic in Dallas. To do that kind of in-depth research, we will need access to your marketing team, as well as permissions to access and manage Google Analytics, AdWords and Search Console accounts...like giving a surgeon a detailed, up-to-date medical history. And we need to put your site and competitors through extensive testing, to discover hidden technical factors affecting your rankings...and uncover the strengths and weaknesses of your web marketing competition.

Overview

Our first step was to read through your website, finding and recording possible search phrases specific to your products and/or services. We also do this keyword phrase research on competitor sites, but then expand the lists using Google's search phrase database as well as the SEMrush database of terms your site may already rank on. The final list can be specific to a city, state, region, country, standard international markets or global.

RefreshWeb uses a suite of industry and proprietary tools to determine where the opportunities are to optimize Convey's website, including a report on current rankings for selected keyword phrases, evaluation of site content with a technical SEO review tool to determine if there are site structure and execution issues that need attention: known factors affecting Google rankings.

These are our initial findings; let's discuss the implications soon.

Keyword review

We reviewed ConveyMfg.com's Google rankings on a selected list of critical keywords; a preliminary, more complete list of search terms containing your U.S. rankings and a table of competition rankings are near the end of this document (page 5).

Keyword	SEO	
	Vol	Google Rank
industrial computer	9,154	-
scada system	5,512	-
industrial pc	5,368	-
medical pc	4,028	6
scada systems	3,543	-
rack mount pc	2,644	-
industrial pcs	2,293	-
fanless computer	1,394	-
hmi scada	1,331	-
industrial keyboard	1,034	99
industrial hmi	908	-
industrial computers	746	106
industrial computing	728	104
industrial panel pc	692	36
industrial motherboards	567	7
rackmount systems	270	7
pc industrial	225	-
industrial keyboards	210	24
industrial motherboard	99	10
fanless htpc	50	-
embedded mainboard	10	56
pc itx	10	-
pc embedded	10	-

Analysis

ConveyMfg.com has **only one really strong ranking among high volume terms**...meaning on the first page of Google search results. The #3 ranking for "medical pc" indicates that creating more content around this term and associated terms ("medical computers," "computer for medical devices," "medical keyboard") will generate traffic. Also, consider having a Medical PC silo right off the main navigation or home page: for top rankings, Google expects deep, informative and original content.

A rule of thumb for rapid SEO optimization is to focus on the terms for which you already have some ranking, because it is always easier to improve rankings on these terms (as opposed to terms for which you have no rankings). The other key strategy is to identify clusters of related phrases...to use the synonyms, acronyms and industry jargon Google would expect to see on a

page which is one of the best on the web for this topic. From our research, this points us to terms that have the modifier “industrial” followed by a noun. Creating more content optimized with a range of “industrial” search terms could give you a very quick jump from page 2 or 3 to page 1, and certainly will:

- improve your rankings over time,
- allow you to extend your ranking prominence to related terms, and
- will increase search traffic as your rankings improve.

Also, “rackmount” and “rack mount” search terms offer an opportunity for Convey.

Content review

Convey does many things very well with your page content. It is a deep site of almost 1400 pages. Almost all the pages have over 300 words, which is in the recommended range for optimization. However, on-page optimization is light, with not enough keyword-rich copy, internal links and strategic use of keyword phrases in <H> tags (heads and subheads). Also, images are missing alt tags and labels, essential for accessibility.

Convey clearly has a good grasp of what your customers need from a vendor website: Quick access to specific solutions, with detailed technical data a few clicks down. The site does not waste a lot of words on “marketing messaging,” which feels right; your prospects are engineers, who want facts and figures. Even better, the top pages on the site have many keyword-optimized links to other pages, which is a best practice in SEO.

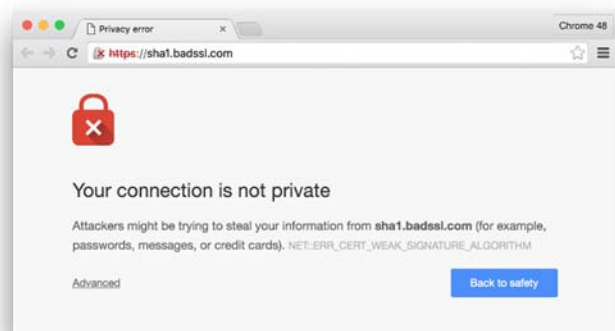
That being said, the bar to clear is not the customers’ expectations, but Google’s – be sure there is enough relevant content to effectively optimize with phrases related to that page’s main search term (as in the “medical computer” discussion above). Between 300-500 words of content is a good rule of thumb, with a good variety of synonymous phrases.

Technical SEO

Technical SEO asks the question, “Are we executing the web pages in a way that Google will archive them as we want to be archived?” It is very rule-driven and very important.

“This page is not secure” messages.

As of October 2017, it is important to use the HTTPS protocol for any site with forms for user information; otherwise a Chrome user gets an error message that the page is not secure. Over 60 percent of these pages on Convey.com use the HTTP protocol, which is incorrect. This is a must-fix issue for a high tech business, for obvious reasons.



Missed opportunities:

Poorly executed title tags. The title tag is not only the “headline” for your Google search results, it’s also the most important data point for SEO. It tells Google search bots what the page is about and it is the best opportunity to use that page’s primary search term. Considered as a headline for that page’s search results, titles aren’t hard to write, but they have definite rules and best practices. A ConveyMfg.com title tag review shows that 55 percent of them (378 title tags) are either missing or duplicated (duplicated title tags are wasted title tags). All titles should be unique, and remember that only the first 70 characters will show in the search results.

Unevenly executed meta descriptions. The meta description is often returned by Google as the narrative below the title tag in a Google search listing. In other words, it is your selling message at exactly the right moment, when your customers are looking for your solution. It should have keywords in it and it will show only about 300 characters. Almost 25 percent of meta descriptions on ConveyMfg.com are missing, which is a lost opportunity for the company and prospects. Another 42 percent are duplicated, which is the same issue as duplicated title tags: these elements should be unique for each page. (Note: blog and resource pages often have the same title and description tags, because that’s the default in many popular content management systems.)

Plan and structure your markups. Everything on the page that gets marked up in HTML as an H-tag, bold text, image alt tags, etc., is seen by Google as a form of priority text on that page. Including keyword phrases in marked-up text is an SEO best practice. More than 50 percent of ConveyMfg.com’s <H1> tags are duplicates – <H1> designations are important to Google archiving, so this is a missed opportunity. Also, there should be only one <H1> tag per page. Sites often need to revisit the design assumptions and edit the theme or CSS, which too-often defines these H-tags in a default, formulaic way. A best practice for accessibility is correct nesting of H-tags...H2, H3, H4, etc. are used sequentially on the page, not interchangeably.

Is good content buried? Over 60 percent of ConveyMfg.com’s pages are five or more clicks from the homepage. This may or may not be a problem for your users, but deeper content is less likely to be indexed by Google, and will not get fresh indexing very often. It is well worth your time to review your site architecture to determine if pages with engaging content are readily available...especially pages with optimized content.

Current site audience reach: your percentage of the Total Available Search Market™

On a selection of 49 search terms researched on your site, only 5 have “Top 10” rankings on Google. Until you rank in the very top 3 positions, you don’t have 100% visibility to people making these searches. At the bottom of the first page of B2B search results, only about 25% of searchers will see your site as a result. Considering this preliminary sample as the Total Available Search Market™, based on the total of about 88,000 searches per month, Convey’s TASM reach is only .5%, meaning about 400 people per month will find the current site.

Search Engine Ranking Report for ConveyMfg.com
By RefreshWeb (www.refreshweb.com)

Using a variety of terms relevant to your products, the following report contains a sampling of popular Google search terms used by those looking for your solutions. Note that there are about 3,000 searches per day globally using these terms, and even with the site currently showing 4 rankings on the first page of Google, your market reach is only about 13 people per day.

Until your website is on the first page of Google search results, it's mostly invisible. The ranking number shows how high your site ranks for each search engine, so a '1' rank is the most visible at the top of organic rankings on the first page, and a '19' rank is mostly invisible at the bottom of the second page. Positions 1-3 are visible to 100% of searchers, with 25% seeing the bottom third, and positions 11-20 may reach 10%.

Your site's rankings (or paid search positions) determine your total audience reach for these keywords, which represent the Total Available Search Market™ for your site. When you look at the competitive ranking report, you'll see that PPC might be a good first step...the competitors you gave us are far ahead in SEO (pg. 7-). This list is preliminary; let's talk about your site, your thoughts about search terms and your marketing objectives.

Approx. Total Searches/Month	87,938
Approx. Total Searches/Day	2,931
Total Reached/Month	400
Total Available Search Market™ (TASM) Reach	0.5%

Keyword	Google Searches/Month	Google rank	Yahoo rank	Bing rank
micro computer	12100	-	-	-
scada system	8100	-	-	-
panel pc	4400	-	-	-
industrial pc	2900	-	54	-
scada systems	2400	-	-	-
scada software	2400	-	-	-
micro itx	2400	-	-	-
micro computers	2400	-	-	-
compact pc	1900	-	-	-
micropc	1600	-	-	-
embedded pc	1300	-	19	19
industrial computer	1300	-	-	-
hmi software	1000	-	-	-
hmi scada	880	-	-	-

pc industrial	880	-	-	-
rack mount pc	880	-	-	-
rack pc	880	-	-	-
industrial computers	720	106	23	23
scada plc	720	-	-	-
industrial panel pc	590	36	-	-
scada hmi	590	-	-	-
fanless computer	590	-	-	-
micro pcs	590	-	-	-
industrial keyboard	480	99	-	-
industrial tablet	480	-	-	-
rackmount computer	390	38	21	18
fanless htpc	390	-	-	-
micro pc linux	390	-	-	-
medical pc	320	6	-	-
industrial motherboard	260	10	3	-
industrial computing	210	104	17	-
embedded boards	210	-	-	-
pc itx	210	-	-	-
industrial hmi	170	31	-	-
medical computer	170	-	-	-
industrial keyboards	140	23	55	55
pc embedded	110	-	49	-
industrial pcs	110	-	-	-
medical computing	110	-	-	-
industrial computer source	110	-	-	-
rugged panel pc	110	-	-	-
medical panel pc	90	-	-	-
industrial motherboards	70	7	2	-
industrial grade pc	50	98	-	-
embedded pc linux	40	-	-	-
embedded arm board	40	-	-	-
embedded mainboard	20	56	54	55
rack mount industrial pc	20	-	-	-
rackmount systems	10	7	3	6

Competitor Rankings, Google Only: Because of the powerful sets of top rankings by three of your competitors, we recommend that ConveyMfg.com consider PPC as a first step, before SEO.

Keyword	Vol.	Convey	Advant	SuperL	IndPC	e-Ind	LogSup
panel pc	4400	-	1	47	-	-	5
embedded pc	1300	-	1	-	6	-	4
industrial panel pc	590	36	1	52	46	-	4
industrial tablet	480	-	1	-	-	-	50
industrial motherboard	260	10	1	-	25	-	22
pc embedded	110	-	1	-	5	-	6
industrial motherboards	70	7	1	-	6	-	19
rack mount industrial pc	20	-	1	10	4	2	8
industrial embedded motherboards	0	17	1	-	7	-	54
industrial hmi	170	31	2	-	-	-	-
embedded pc linux	40	-	2	-	-	-	49
industrial computers	720	106	4	-	3	1	2
embedded boards	210	-	4	-	-	-	-
rugged panel pc	110	-	4	-	-	-	24
industrial grade pc	50	98	4	-	27	5	6
wide temperature range pc	0	53	4	-	-	-	15
industrial computer	1300	-	5	-	1	3	2
pc industrial	880	-	5	35	1	27	7
medical computer	170	-	5	-	-	-	-
board embedded	10	-	5	-	-	-	-
industrial pc	2900	-	6	47	1	3	2
industrial pcs	110	-	6	24	1	3	2
industrial rackmount systems	0	5	6	60	3	8	-
fanless computer	590	-	8	-	15	-	1
medical panel pc	90	-	9	-	-	-	-

Keyword	Vol.	Convey	Advant	SuperL	IndPC	e-Ind	LogSup
embedded mainboard	20	56	9	-	59	-	89
rackmount computer system	10	12	9	49	18	8	23
industrial computing	210	104	10	-	71	4	-
rack mount pc	880	-	12	4	62	9	8
rackmount computer	390	38	12	8	43	7	3
medical computing	110	-	12	-	-	-	-
rackmount systems	10	7	14	-	66	-	69
industrial keyboard	480	99	15	-	-	40	-
hmi scada	880	-	18	-	-	-	-
scada software	2400	-	25	-	-	-	-
scada hmi	590	-	27	-	-	-	-
scada systems	2400	-	28	-	-	-	-
hmi software	1000	-	28	-	-	-	-
micro computers	2400	-	29	-	-	-	-
industrial keyboards	140	23	35	-	-	-	-
pc itx	210	-	52	-	-	-	29
long life pc	10	97	56	34	-	54	-
scada system	8100	-	65	-	-	-	-
medical pc	320	6	72	-	-	-	-
rack pc	880	-	76	5	-	11	-
micro pcs	590	-	86	-	-	-	-
industrial computer source	110	-	86	-	-	2	-
micro computer	12100	-	99	-	-	-	-
compact pc	1900	-	102	-	-	-	57
micro pc linux	390	-	233	-	-	-	-
embedded system designs	10	-	302	-	-	-	-
micro itx	2400	-	-	-	-	-	-
micropc	1600	-	-	-	-	-	-
scada plc	720	-	-	-	-	-	-

Moving Forward

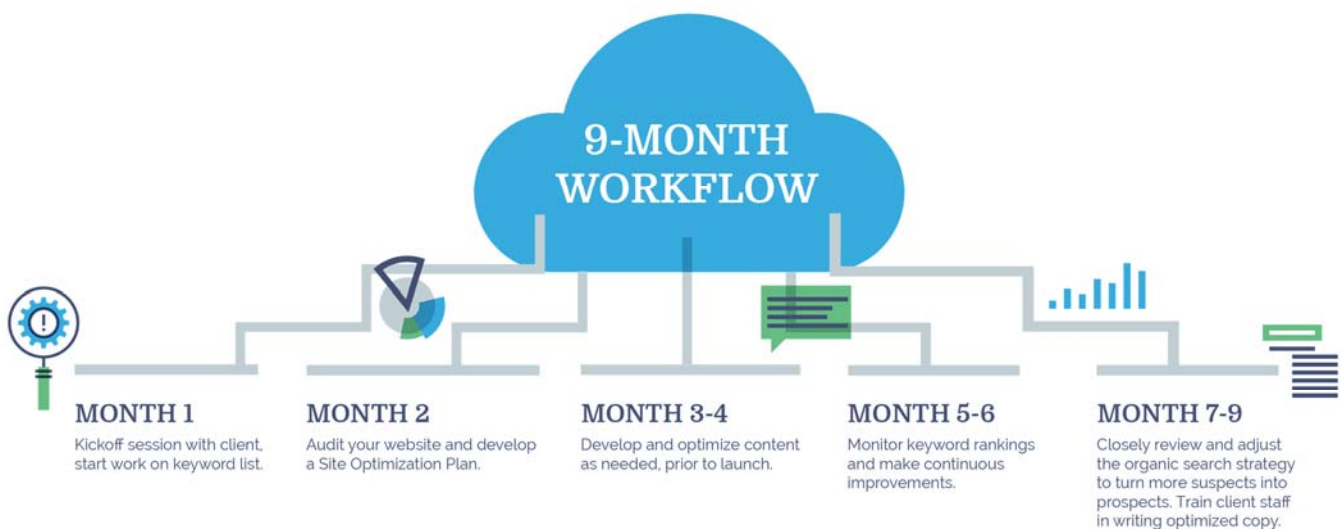
The heart of RefreshWeb’s value-add to our clients is developing a deep keyword phrase list that offers website visibility to prospects...and has been evaluated as having the best shot at ranking above your competitors. Prospects who get to your site from organic search are invariably the most engaged visitors. Developing a good keyword list, optimizing your content, fixing tag issues, and developing new content around opportunities RefreshWeb reveals will reap long-lasting benefits going forward for Convey: a broad array of top-ranked search terms.

We recommend you engage us for a full competitive analysis and website strategy, preparatory to working on site optimization.

As part of the process, we’ll present an extensive list of active search terms and get feedback from you; what most clients don’t know, and their web designers have never thought about in developing their website, is how people in the pre-prospect phase search for solutions: we call this detailed research “knowing the mind of the market.” It’s the most valuable research imaginable for creating web content...and that content is what draws people to your site, filling the sales funnel with new leads.

With all information in hand, we present a document detailing the performance of your site with new visitors, more refined keyword research findings, in-depth analysis of competing websites, and like an MRI, we create a graphic display of the search terms which represent your best opportunities. The second deliverable in this “research findings and recommendations phase” is a detailed page-by-page optimization strategy, which guides future content editing and writing.

If, after you have this research and plan in hand, we are selected as your web marketing partners, we would work with you over 3 quarters to truly OPTIMIZE your search marketing.



About RefreshWeb

RefreshWeb is a B2B search marketing agency headquartered in Austin. Founded in 2002, the search marketing agency specializes in partnering effectively with our clients for consistent, incremental improvement in search visibility, significant increases in lead generation and better measurement of key performance indicators. Key differentiators include our years of marketing experience, our research-based approach, and the ability to integrate search optimization with customer-centric marketing.

RefreshWeb's team provides a unique set of skills in marketing, research, site design, information architecture, search engine optimization, paid search strategy and management, content mapping to client prospect personas, and content creation. RefreshWeb is a certified AdWords Agency Partner, as well as being certified in Google Analytics. Our work is informed by a web-based infrastructure, including a suite of commercial and proprietary tools for research and analysis, and online reporting of results, via clients' private SEO management dashboards, or by automated weekly or monthly emails.

We will also set up measurable conversion goals, using Google Tag Manager, Google Analytics, AdWords (including call tracking) and Facebook pixel integration to capture every sort of conversion event leading up to customer acquisition.

The RefreshWeb Difference

RefreshWeb's rich experience in Search Engine Marketing (SEM), including search engine optimization (SEO) and pay-per-click advertising (PPC), is complemented and differentiated by our B2B focus and expertise on the **complete customer experience, purchase decision cycle and selling system** your websites provide. Partnering with RefreshWeb means integrating your web strategy with a combined 60+ years of experience in successful B2B marketing, advertising, collateral, and public relations.

Let's talk more about how to focus your strategy and take you to the top in your market — reaching and winning an increasingly wired generation of customers.



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