SURVEYING THE LANDSCAPE

How our SEO audit of a landscaping materials company's website revealed opportunities on every level

Landscaping materials company looking to increase organic traffic and offsite sales

CHALLENGE

Improving SEO to boost traffic while directing site users to and through conversion paths

SOLUTION

Evaluated their website against our proven model for conversionbased site structure

AUDIT FINDINGS

Our audit comprehensively examines a company's website on every level from marketing strategy to meta content—and then we go offsite. When auditing, we look for:

- Keywords aligned with SEO strategy
 - Minimal page load time
 - Few or no 404 or 302 server codes
 - Robots.txt and sitemap(s) properly formatted and submitted
 - Mobile-optimized
 - Optimzed user experience

- Clear SEO strategy aligned with marketing goals \Diamond All media tagged and optimized
 - Meta content promotes on-page content to encourage clicks
 - ♦ Low-friction lead forms
 - ♦ Offsite identity, including social profiles, consistent and accurate
 - Metrics aligned with goals
 - Events tagged and tracked

However, when we examined the client's site, we found:

Architectural Soundness

Intuitive User Experience

Strong Technical Foundation

Strategy, Analysis & Research

- Not aligned with marketing goals
- Keywords not aligned with goals or on-site content
- Very long page load times
- Many 404 and 302 pages
- Robots.txt and sitemap incorrect
- Not mobile-optimized
- Confusing navigation
- Inconsistent internal linking

- Content focused on company, not user
- High proportion of duplicate content
- Few images, none properly tagged
- Most meta content missing or duplicate
- Offsite identity inconsistent
- Friction in lead forms
- Analytics code inconsistently implemented; 1 metric tracked
- Events not tagged or tracked

Intuitive User Experience

A more superficial audit would have missed elements like marketing strategy and offsite identity. But our audit yielded a clear plan of action to improve every aspect of the client's website for improved traffic and conversions.



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