



COMPANY NAME

YOUR SAMPLE TEXT HERE

Complimentary SEO Analysis & Proposal

www.safedrivingschool.com.au

Tuesday, June 13, 2017

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ACCOUNT INFORMATION

Domain: <http://www.safedrivingschool.com.au/>

INTRODUCTION

The purpose of this paper is to provide determination of <http://www.safedrivingschool.com.au/> current SEO tactics, a critical analysis of the current campaign and suggestions for improvement.

Current performance of the website:

- The link building strategy is not effective to achieve SERP (Ranking) changes in a reasonable duration.
- Anchor text variation is not proper in the backlink profile. As a result, the website is not performing well in search engines.
- A quality link profile is comprised of links from forums, directories, social sites and others.

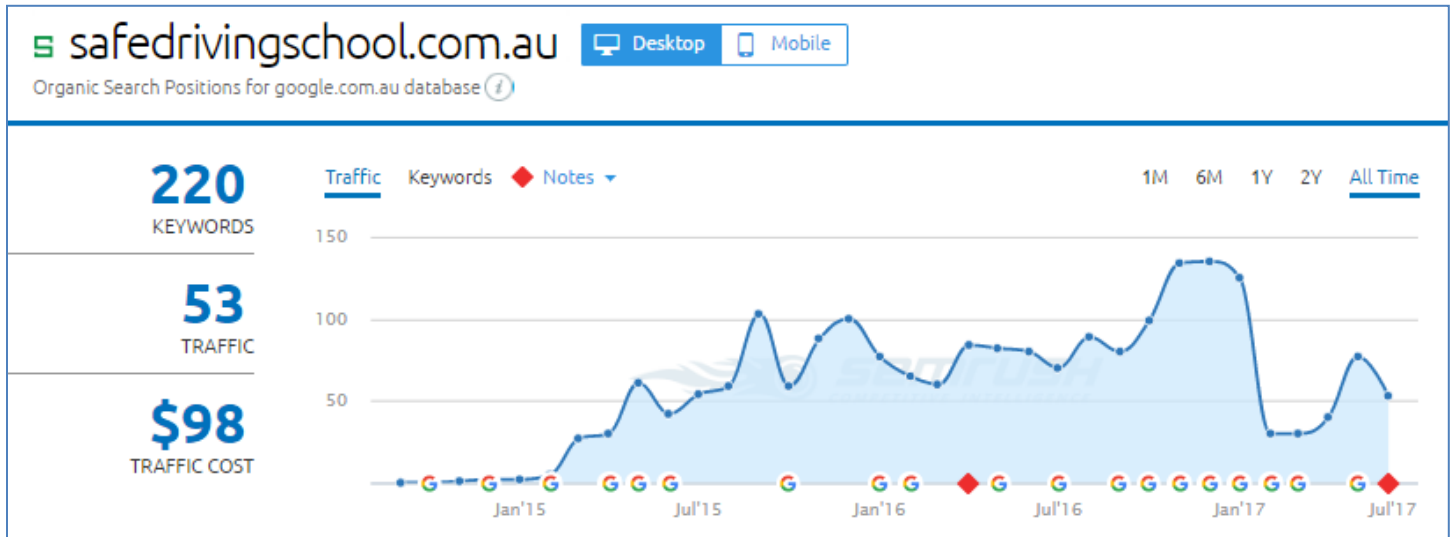
We suggest:

- A larger pool of sources from where the links are being derived, especially press releases and getting high quality guest blog posts on sites like techcrunch.com and mashable.com which are high authority sites.
- There should be proper ratio of branded keywords, LSI keywords, variations and generic keywords so that the backlink profile looks more natural and make it more visible into the eyes of the search engines.
- You need to get timely PR and Social Media buzz to make the link building more natural, versatile and high quality.

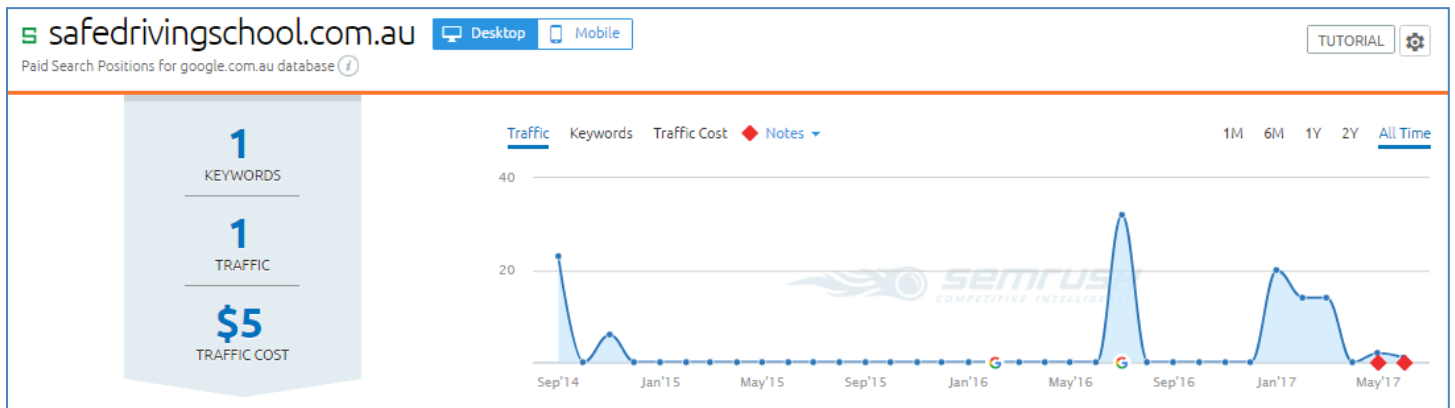
This report offers a detailed explanation of how we came to this conclusion.

WEBSITE PERFORMANCE ANALYSIS

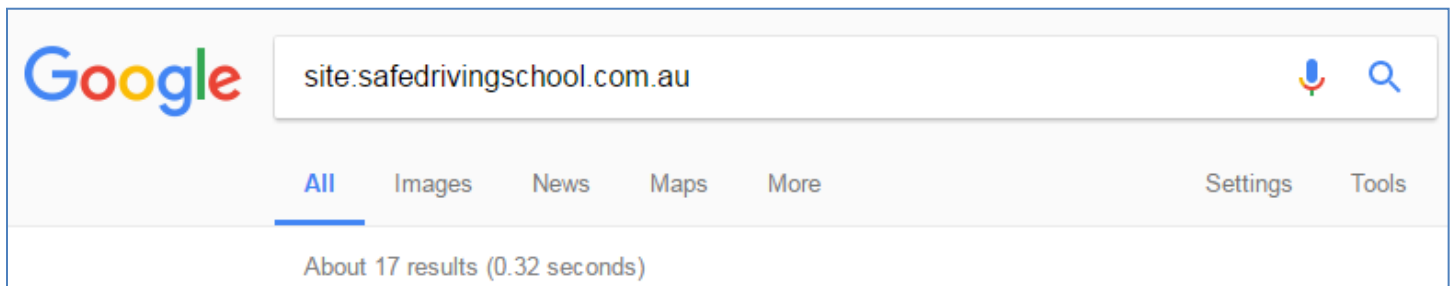
ORGANIC OVERVIEW



ADVERTISING OVERVIEW



Indexed Pages: There are 17 results shown in the Google search results.



ORGANIC KEYWORDS

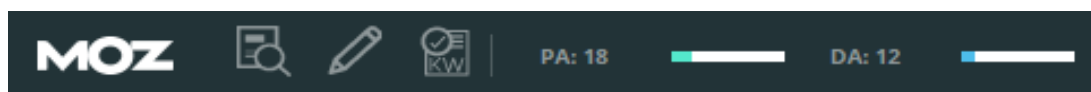
Keyword	Pos. ↕	Volume ↕	KD ↕	CPC (USD) ↕	URL	Traffic % ↕	Costs % ↕	Com. ↕	Results ↕
safe driving school	1 (1)	50	67.01	1.77	www.safedrivingschool.com.au/	43.39	41.83	0.39	8,360,000
driving school blacktown	10 (8)	390	58.35	1.21	safedrivingschool.com.au/	20.75	14.28	0.50	237,000
driving school western sydney	6 (6)	70	57.02	2.99	www.safedrivingschool.com.au/	5.66	10.20	0.20	2,000,000
driving schools blacktown	10 (8)	110	54.73	1.05	www.safedrivingschool.com.au/	5.66	3.06	0.23	215,000
driving lessons western sydney	8 (8)	70	58.84	2.22	www.safedrivingschool.com.au/	3.77	4.08	0.30	544,000
parramatta driving school	11 (11)	50	53.06	1.48	www.safedrivingschool.com.au/	3.77	3.06	0.91	182,000
blacktown driving school	10 (8)	70	58.35	1.27	www.safedrivingschool.com.au/	3.77	2.04	0.74	99,000
driving school parramatta	13 (11)	210	53.64	2.34	www.safedrivingschool.com.au/	1.88	4.08	0.45	316,000
manual driving lessons sydney	13 (11)	170	58.53	1.53	www.safedrivingschool.com.au/	1.88	2.04	0.35	228,000
driving lessons blacktown	14 (9)	260	58.35	1.63	www.safedrivingschool.com.au/	1.88	2.04	0.43	213,000

ONSITE SEO

ONSITE ANALYSIS

DOMAIN STATISTICS

The domain <http://safedrivingschool.com.au/> has IP address **43.255.154.46** and is located in **Singapore - Singapore**. The domain's age is 5 years.



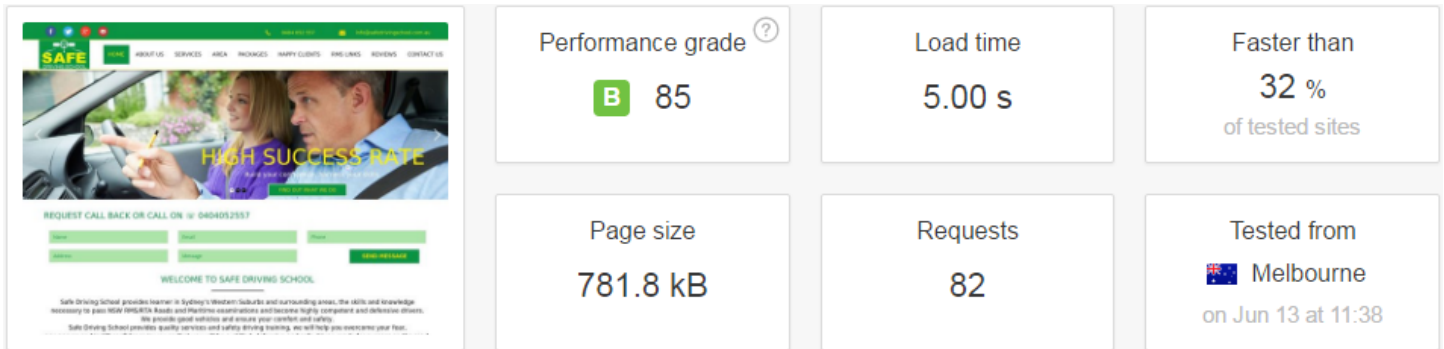
Domain Authority is **12** and Page Authority is **18**.

Domain Authority - It is Moz's calculated metric for how well a given domain is likely to rank in Google's search results.

Page Authority - It is Moz's calculated metric for how well a given webpage is likely to rank in Google's search results.

ONSITE FACTORS

Page Speed: The website is faster than 32% of all the tested sites.



- Load Time:** The website load time is more (i.e. 5.00 seconds). Ideally the web page should load within 2-3 seconds.
- Performance Grade:** The website performance grade is 85/100.
- Page Size:** The website page size is fine i.e. 781.8KB. Ideally it should be less than 1 MB.

NOTE: To optimize the page upload time on web, you need to reduce the size of the on-page elements like images, JS, CSS and the number of calls to the outside elements such as Facebook Like button, Twitter button, LinkedIn button, Google Plus button, etc.

Meta Title: Meta Title exceeds the optimal character limit. The current Meta Title length is 74 characters (with spaces). Ideally it should be up to 60 characters (with spaces) and should be keyword optimized.

Meta Description: Meta Description exceeds the optimal character limit. The current Meta Description length is 203 characters (with spaces). Ideally Meta description has to be descriptive and keyword-rich, up to 160 characters.

Meta Keywords: Meta Keywords are not defined. Ideally there should be at least 3-4 Meta keywords defined for better SERP results.

NOTE: Meta tags are important because the search engines read them to compare if the keywords and the descriptions are relating to the evident content.

Headings Status: Your page does not contain H1 & H2 headings. These headings help indicate the important topics of your page to search engines. Although these tags are less important than properly optimized meta-titles and descriptions, H4, H5 & H6 headings may still help define the topic of your page to search engines.

NOTE: Using Header elements right is equally important, especially because search engines use the header elements to determine the viewpoint and purpose of your web page. Headers provide the **semantic structure and meaning** to your web pages. It is common for search engines like Google, Yahoo and others to give superior treatment to web page design that use headers properly.

Sitemap: Your site has 3 sitemap files. Sitemaps can help robots index your content more thoroughly and quickly.

Image Alt Test: Your webpage has 14 'img' tags and 2 of them are missing the required 'alt' attribute..

Full list of "img" tags without "alt" attribute

Inline CSS Test: Your webpage is using 44 inline CSS styles!

List of a few elements with inline css style

<header class="header" style="box-shadow: 0px 1px 1px #ffdd00;"></header>

<div class="top clearfix" style="box-shadow: 0px 1px 1px #ffdd00;"></div>

<div class="row" style="font-size: 17px;margin-top: 1%;"></div>

<div class="col-sm-1 col-xs-3" style="border: #ffdd00;padding: px;"></div>

<div class="col-sm-1 col-xs-3" style="border: #ffdd00;padding: px;"></div>

<div class="row" style="font-size: 14px;margin-top: 2%;"></div>

<div class="col-sm-5 col-xs-12" style="border: #ffdd00;padding: px;"></div>

<i class="fa fa-phone" style="color:#ffdd00 !important;"></i>

<div class="col-sm-7 col-xs-12" style="border: #ffdd00;padding: px;"></div>

<div class="clearfix" style="margin-bottom:12px !important; clear:both;"></div>

<div style="display: none;"></div>

<div class="col-sm-4" style="margin-top:1%;"></div>

<div class="col-sm-4" style="text-align: right;margin-top:1%;"></div>

<div class="sectionTitles heading text-center" style="margin-top: px;"></div>

<h3 class="sectionTitle" style="color:;font-size: px;"></h3>







<hr class="line" style="border-color: !important">

<div class="parallax-wrapper parallax-background homeservices" data-stellar-background-ratio="0.6" style=" background-repeat:repeat !important;"></div>

<div style=" background-color: rgba(255,255,255, 0.9) !important;"></div>

<div class="clearfix" style="margin-bottom:8px !important; clear:both;"></div>

Page Objects: Your page has more than 20 http requests, which can slow down page loading.

 77 Total Objects	 1 HTML Pages	 26 CSS Files	 33 Scripts	 17 Images	 0 Flash Files
-----------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------

NOTE: You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images, or combining several external files together into one.

JS Minification Test: Some of your website's JavaScript files are not minified!

List of a few not minified JavaScript Files:

<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/js/scripts.js?ver=4.7.5>

<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/ParaAdmin/js/ParaAdmin.js?ver=4.7.5>

http://www.safedrivingschool.com.au/wp-content/plugins/review-wave-google-places-reviews//js/rw_gplaces.js?ver=1.4.6

<http://www.safedrivingschool.com.au/wp-content/plugins/animate-it/assets/js/jquery.ba-throttle-debounce.min.js?ver=1.1>

<http://www.safedrivingschool.com.au/wp-content/plugins/animate-it/assets/js/viewportchecker.js?ver=1.4.4>

<http://www.safedrivingschool.com.au/wp-content/plugins/animate-it/assets/js/edsanimate.js?ver=1.4.4>

<http://www.safedrivingschool.com.au/wp-content/plugins/animate-it/assets/js/edsanimate.site.js?ver=1.4.5>

<http://www.safedrivingschool.com.au/wp-content/themes/drivepro/js/nivo-lightbox.min.js?ver=4.7.5>

CSS Minification: Some of your website's CSS files are not minified!

List of a few not minified CSS Files:

<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/css/style.css?ver=4.7.5>

<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/css/style-common.css?ver=4.7.5>

<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/ParaAdmin/css/ParaAdmin.css?ver=4.7.5>

<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/themes/flat/style.css?ver=4.7.5>

<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/themes/rounded/style.css?ver=4.7.5>

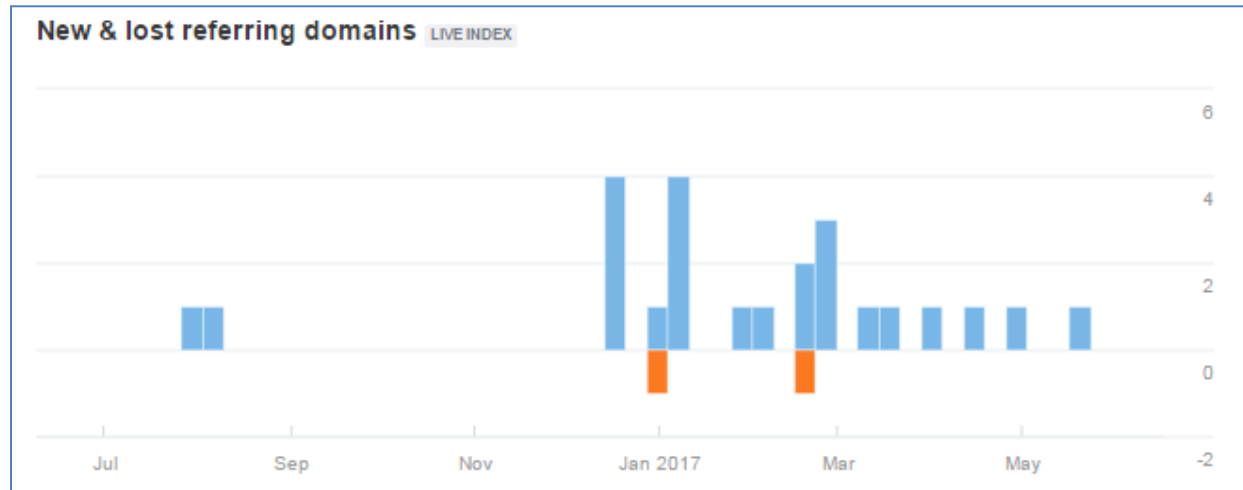
<http://www.safedrivingschool.com.au/wp-content/plugins/pricingtable/themes/sonnet/style.css?ver=4.7.5>

OFFSITE SEO

OFFSITE ANALYSIS

LINK METRICS






























Backlink Graph: Here is the backlink graph for <http://www.safedrivingschool.com.au> that shows the number of backlinks made in previous months.



Maintaining the link velocity is important to rank better in the search results. Google Panda looks at a website's authority & trust and it starts with its Link Velocity.

NOTE: Link Velocity is the pace at which you are building backlinks to your website. Google can ban your website if your site is getting links in bulk in a short time.

Here is the snapshot of a few anchor text variations that are present in the backlink profile:

Anchor text ¹	Referring domains ¹	/ dofollow ↓ ¹	Referring pages ¹
http://safedrivingschool.com.au/	6 25% 	5 45% 	11 5% 
http://safedrivingschool.com.au	1 4% 	1 9% 	1 < 1% 
http://www.safedrivingschool.com.au	3 13% 	1 9% 	4 2% 
http://www.safedrivingschool.com.au/	1 4% 	1 9% 	2 < 1% 
safe driving school	3 13% 	1 9% 	5 2% 
safe driving school profile	1 4% 	1 9% 	1 < 1% 
safe driving school: wentworthville logo	1 4% 	1 9% 	1 < 1% 
safedrivingschool.com.au/	3 13% 	1 9% 	3 1% 
driving lessons in sydney	1 4% 	0 0%	1 < 1% 
find a good driving school in parramatta - safe driving school	1 4% 	0 0%	1 < 1% 
find a good driving school in parramatta - safe driving...	1 4% 	0 0%	2 < 1% 
http://safedrivingscho...	1 4% 	0 0%	0 0%
manual driving lessons in sydney	1 4% 	0 0%	1 < 1% 

OUR SUGGESTIONS

- Increase the use of sponsored ads.
- Site-wide links should be acquired from the relevant niche and should be used in limited number.
- Keyword variation should be used to avoid Google Penguin updates. Use keyword variations like LSI keywords, generic variations, on page variations etc.
- Find industry specific websites and offer to write for them. Guest posting for reputable publication is an effective technique to achieve better SERP results.
- Diversification in the backlink profile is essential to rank better in the search engines. The links should be derived from good quality sources like authority sites, government sites and educational sites. Using variable sources when acquiring backlinks makes them appear more natural.
- Participate in online forums. Find niche specific forums, ask and reply to the queries of others users. Some online forums supports do follow links; these links will help to improve your SERP results.
- We recommend at least 2-3 press releases every month to acquire better quality links in PR buzz so that link building looks more natural. This type of backlink also increases trust and improves citation flow to the website.

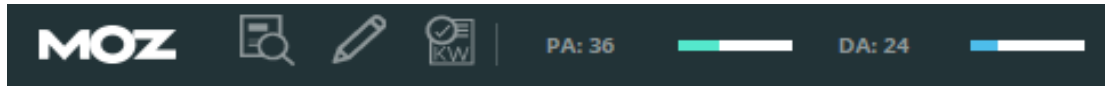
We generally focus on increasing the number of referring domains proportional to the number of increasing backlinks. This means that we are getting links from several unique domains and this is what brings in power to rank.

COMPETITOR'S ANALYSIS

COMPETITOR – [HTTP://WWW.ONROAD.COM.AU](http://WWW.ONROAD.COM.AU)

DOMAIN STATISTICS

The domain <http://www.onroad.com.au> has IP address **104.152.108.176** and is located in **California - Los Angeles**. The domain's age is 8 years.



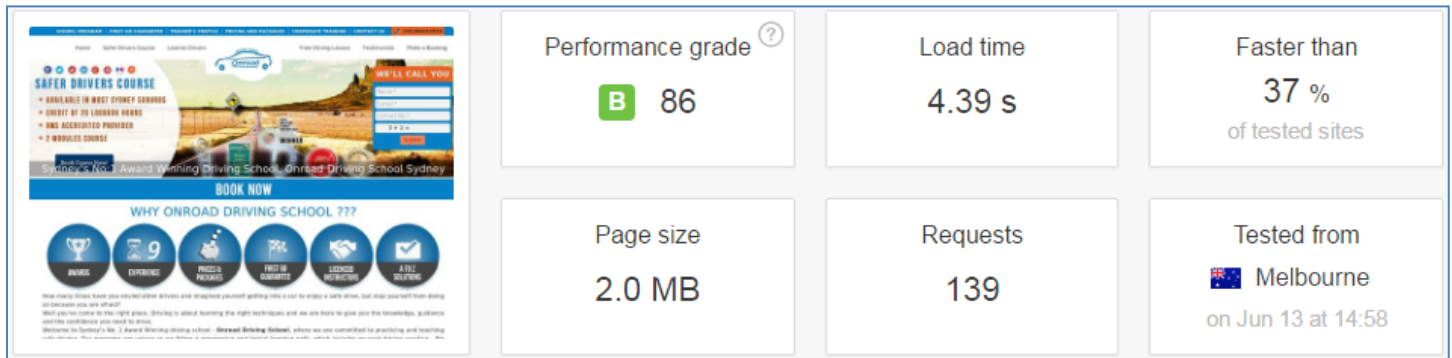
Domain Authority is 24 and Page Authority is 36

Domain Authority - It is Moz's calculated metric for how well a given domain is likely to rank in Google's search results.

Page Authority - It is Moz's calculated metric for how well a given webpage is likely to rank in Google's search results.

PAGE SPEED

Page Speed: The website is faster than 37% of all tested websites.



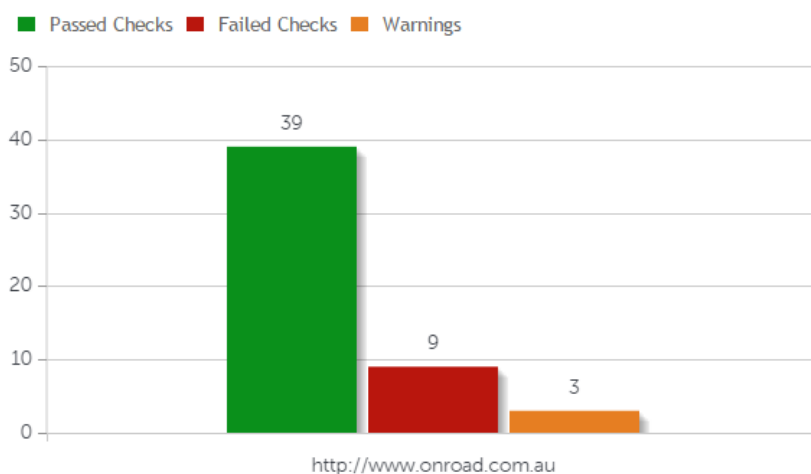
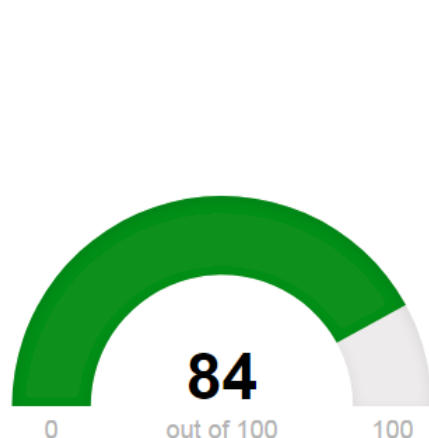
a) **Load Time:** The website load time is more (i.e. 4.39 seconds). Ideally it should be 2-3 seconds.

b) **Performance Grade:** The website performance grade is 86/100.


c) **Page Size:** The website page size is more i.e. 2.0 MB.

ONSITE ANALYSIS

Overall score for:

<http://www.onroad.com.au>

Meta Title ?	<p>✓ The meta title of your page has a length of 66 characters. Most search engines will truncate meta titles to 70 characters.</p> <p>→ Onroad Driving School Sydney, Driving Lessons, Driving Instructors</p>
Meta Description ?	<p>✓ The meta description of your page has a length of 363 characters. Most search engines will truncate meta descriptions to 160 characters.</p> <p>→ Onroad Driving School Sydney provides safe driving lessons in all over nsw, suburbs like parramatta, castle hills, strathfields, silverwater, newtown, Ashfield, and all most all NSW new south wales. Learn Driving Lessons from most experienced driving instructors Sydney. Pass your driving test at first try and get driving licence with driving school Sydney here.</p>
<h1> Headings Status ?	<p>✓ Your page contains H1 headings. Their contents are listed below:</p> <p>→ Sydney's No:1 Award Winning Driving School, Onroad Driving School Sydney</p> <p>→ Sydney Driving School</p>
Robots.txt Test ?	<p>✓ Congratulations! Your site uses a "robots.txt" file: http://www.onroad.com.au/robots.txt</p>
Sitemap Test ?	<p>✓ Congratulations! We've found 1 sitemap file for your website:</p> <p>→ http://www.onroad.com.au/sitemap.xml</p>

Deprecated HTML Tags ?	✓ Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test ?	✓ Congratulations! Your website is using the latest version of Google Analytics.
Favicon Test ?	✓  Congratulations! Your website appears to have a favicon.

JS Error Checker ?	✓ Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check ?	✓ Congratulations! Your website is connected successfully with social media using: Facebook ; Twitter ; Google Plus ; Pinterest ;

SPEED OPTIMIZATIONS

Page Cache Test (Server Side Caching) ?	✓ Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
Flash Test ?	✓ Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
Image Expires Tag Test ?	✓ Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.

CSS Minification Test ?	✓ Congratulations! Your website's CSS files are minified! See full list of CSS files
Nested Tables Test ?	✓ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test ?	✓ Congratulations! Your webpage does not use frames.
Doctype Test ?	<p>✓ Congratulations! Your website has a doctype declaration:</p> <p>→ <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML+RDFa 1.0//EN" "http://www.w3.org/MarkUp/DTD/xhtml-rdfa-1.dtd"></p>
URL Redirects Checker ?	✓ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

SERVER AND SECURITY

URL Canonicalization	?	✓ http://www.onroad.com.au and http://onroad.com.au/ resolve to the same URL.
Safe Browsing Test	?	✓ This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	?	✓ Congratulations, your server signature is off.
Directory Browsing Test	?	✓ Congratulations! Your server has disabled directory browsing.
Libwww-perl Access Test	?	✓ Congratulations! Your server does not allow access from libwww-perl User-Agent.
Plaintext Emails	?	✓ Congratulations! Your webpage does not include email addresses in plaintext.

ADVANCED SEO

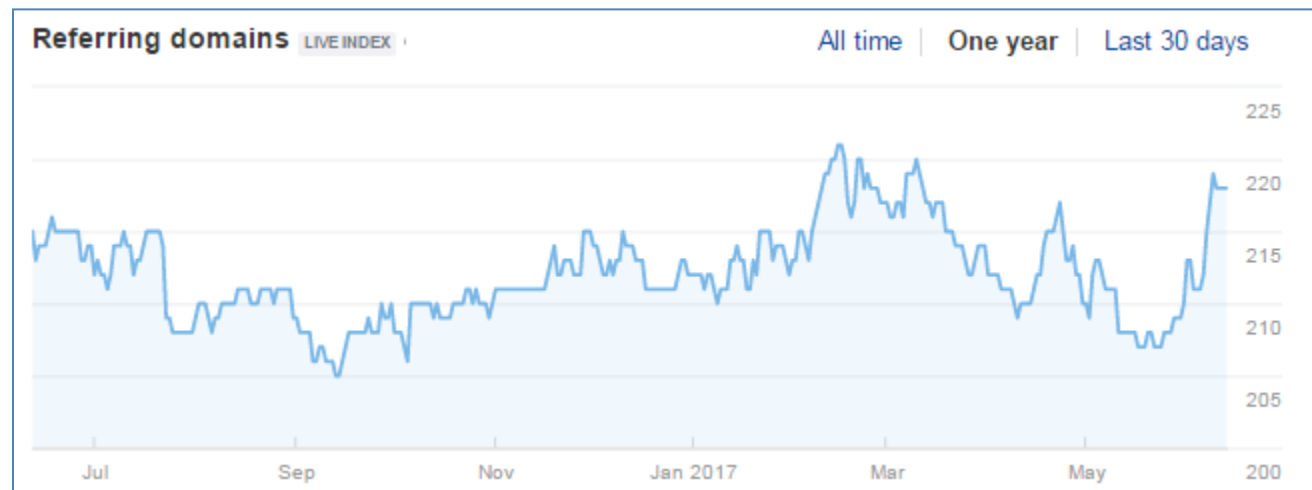
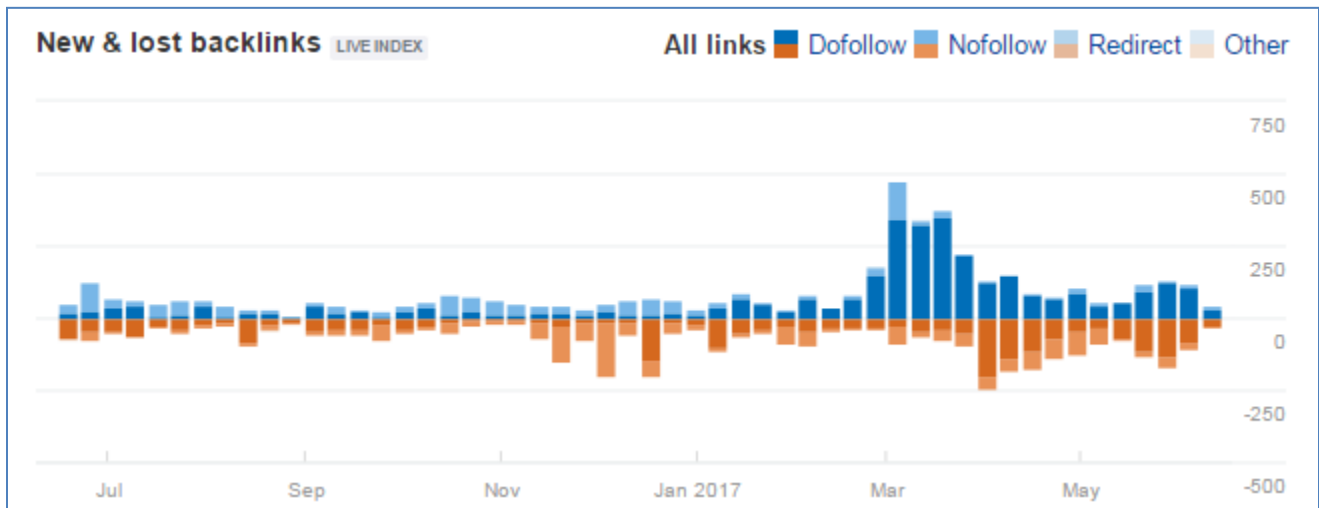
Microdata Schema Test	?	✓ Congratulations! Your website is using HTML Microdata specifications in order to markup structured data. See all microdata objects
Noindex Tag Checker	?	✓ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
Canonical Tag Checker	?	✓ Your page is using the canonical link tag. This tag specifies that the URL: http://www.onroad.com.au is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure. → <code><link rel="canonical" href="http://www.onroad.com.au/" /></code>

OFFSITE SEO













































OFFSITE ANALYSIS

LINK METRICS

Backlink Graph: Here is the backlink graph for <http://www.onroad.com.au> that shows the number of backlinks made in last few months.



Here is the snapshot of a few anchor text variations that are present in the backlink profile:

Anchor text ¹	Referring domains ¹	/ dofollow ¹	Referring pages ¹
http://www.onroad.com.au	45 16% 	29 15% 	121 3% 
visit website	28 10% 	25 13% 	26 < 1% 
www.onroad.com.au	31 11% 	24 13% 	107 3% 
onroad.com.au	26 9% 	18 10% 	137 4% 
onroad driving school	23 8% 	17 9% 	102 3% 
http://www.onroad.com.au/	35 13% 	15 8% 	32 < 1% 
http://www.onroad.com.au/about-onroad	8 3% 	8 4% 	13 < 1% 
with us	7 3% 	7 4% 	13 < 1% 
http://www.onroad.com.au/driving-schools/ponds	8 3% 	6 3% 	13 < 1% 
driving school sydney driving instructors sydney, driving lessons	5 2% 	5 3% 	7 < 1% 
http://www.onroad.com.au/driving-schools/botany	7 3% 	5 3% 	24 < 1% 
http://www.onroad.com.au/driving-schools/prospect	7 3% 	5 3% 	6 < 1% 
http://www.onroad.com.au/driving-schools/sans-souci	7 3% 	5 3% 	9 < 1% 
driving instructors	5 2% 	4 2% 	25 < 1% 
http://www.onroad.com.au/driving-schools/bondi	6 2% 	4 2% 	10 < 1% 

There is a diversification in the anchor-text profile built for the website. There are proper URL variations, keyword variations and generic variations present in the anchor-text profile.

WHAT ONSITE FACTORS THEY ARE DOING BETTER

- URL is properly canonicalized.
- Less number of outbound links.
- On page content is keyword optimized.
- Proper use of content and images on the website.
- The website has proper Meta title, description and keywords defined.

WHAT OFFSITE FACTORS THEY ARE DOING BETTER

- Effective link building and proper use of anchor text variation in backlink profile.
- Link Velocity is good.

Link Velocity is the pace at which you are building backlinks to your website. Google can ban your website if your site is getting links in bulk in a short time.

Thank You