

**intercept marketing, llc**

259 Northland Blvd., Suite A  
Cincinnati, OH 45246

Phone: 513-828-6200

Fax: 815-717-7579

Email: [contact@InterceptClients.com](mailto:contact@InterceptClients.com)

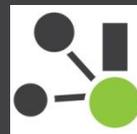
[www.InterceptClients.com](http://www.InterceptClients.com)



# SEARCH ENGINE MARKETING ANALYSIS & ACTION STEPS

Prepared Especially for

**Your Company, LLC**



**Prepared for: Jane/John Doe**

**Your Company Logo**

Founder, President, CEO or Executive

Your Company, LLC

123 Business Builder Parkway, Suite 501

YourTown, USA 55555

[www.YourWebsite.com](http://www.YourWebsite.com)

**intercept marketing, llc Contact:**

**Rick Barron**

Phone: 513-201-7891

Email: [rick@InterceptClients.com](mailto:rick@InterceptClients.com)

Calendar: [www.ScheduleRick.com](http://www.ScheduleRick.com)

**Analysis Date:**

**February 14, 2018**



# Introduction

---

## **Jane/John,**

I don't have to tell you it's getting more difficult to keep your staff busy, you see it every day. Many businesses have to cast a bigger and bigger marketing net to server fewer clients/customers each month. Sound familiar? If so, there is a solution. One you're already using that just needs to be optimized for the way your prospective new customer's research solutions to problems and opportunities you're able to solve for them – your website!

**Here's the Problem:** You've got a website that few of your prospective clients ever see! They don't see it because your site is not optimized to rank high on the 1<sup>st</sup> page of Google for the keywords most important to them. Later in this report I've included some revealing statistics about the importance of ranking on Google's first page.

**It Gets Even Worse:** Most of today's websites look beautiful, with impactful images, fancy fonts and impressive colors. Unfortunately none of these visual images puts clients in your office! Many website designers don't know the first thing about converting your website visitors into clients. We've been doing so for over 12 years, for clients just like you.

**Don't Make This Mistake:** Website traffic is traffic, right? **WRONG!** Many savvy businesses fall prey to Search Engine Optimization (SEO) companies seeking to rank them on Google's first page for keyword phrases. More than a few of these SEO companies fulfill this "promise" by spending the business owner's precious cash to rank their website for irrelevant keywords with little or no search volume. Then hide behind complex reports they fail to explain until their contract expires.

- NEVER sign a contract for Search Engine Marketing (SEM) longer than 3 months.
- ALWAYS base your SEO strategy on keyword phrases relevant to your business.
- NEVER implement SEO without first optimizing your website content.



## Introduction (continued)

---

I appreciate your time today. Our team of dedicated staff invested a number of hours in creating this report specifically for Your Company, LLC I look forward to learning more about your business and the challenges you face in serving your clients/customers.

Respectfully,

*Rick*

Rick Barron

Chief Rain Dancer

[www.InterceptClients.com](http://www.InterceptClients.com)

[Rick@InterceptClients.com](mailto:Rick@InterceptClients.com)

513-201-7891



# Organic vs. Paid Search

Is it better to use paid search (PPC) versus organic search marketing? Sounds like a simple question, but the answer is much more complex. Both methods have specific benefits and drawbacks. Let's discuss some major differences and consider the best approach.

## Organic Search

Organic search results are the listings of Web pages returned by the search engine's algorithms that closely match the search string of keywords. Marketers use Search Engine Optimization (SEO) and content assets to get high search engine rankings. The goal is to be on the first page and then move into the top three rankings for specific keywords. That's because the advantages of organic search are dependent on visibility. The higher the ranking the more pronounced the advantages. They all but disappear if your listing is not on the first page.

The screenshot shows a Google search for "organic search results". The search bar contains the text "organic search results" and shows "About 2,490,000 results (0.53 seconds)". Below the search bar are tabs for "All", "News", "Images", "Shopping", "Maps", "More", "Settings", and "Tools".

The first search result is from Wikipedia: "Organic search - Wikipedia" with the URL [https://en.wikipedia.org/wiki/Organic\\_search](https://en.wikipedia.org/wiki/Organic_search). A small thumbnail image shows a search engine results page with a red box highlighting a result.

Below the first result is a "People also ask" section with four questions:
 

- How can I increase my organic search results?
- What is the organic search in Google Analytics?
- What is organic traffic in SEO?
- What is organic results in SEO?

The second search result is highlighted with a red box: "4 Reasons Organic Search Is Better - Search Engine Land" with the URL <https://searchengineland.com/4-reasons-organic-better-230003>. The snippet reads: "Sep 9, 2015 - Getting traffic from paid advertising and social sites is wonderful – but not if it results in the neglect of your organic efforts, argues columnist Kristine Schachinger." Below this is another Wikipedia link: "Organic search - Wikipedia" with the URL [https://en.wikipedia.org/wiki/Organic\\_search](https://en.wikipedia.org/wiki/Organic_search). The snippet for this second Wikipedia result reads: "Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements. In contrast, non-organic search results may include pay per click advertising."



## Organic vs. Paid Search (continued)

---

### Organic Search Benefits

- **Trust and Credibility:** With high search engine rankings comes a perception of credibility on the part of searchers. High search rankings imply industry authority and leadership. This perception translates into more trust and a greater likelihood to click through to the site.
- **Ranking:** Once you get high rankings, it's easier to keep those rankings. You get authority status and build the trust of users and search engines.
- **Click Through Rates:** For “top of funnel” search terms, i.e., don't show immediate purchase intent, the click through rates are better for organic search results. That's very important for businesses that have a longer buying cycle.
- **Inbound Marketing:** An organic search strategy requires marketers to develop the content assets to achieve it. This is important for higher involvement purchases. Users interact with content as they move down the purchase funnel.

### Organic Search Drawbacks

- **Time:** Depending on the competitiveness of the keywords involved, it may take months to get high rankings. Can you wait that long?
- **Resources:** Getting high rankings requires both creating content and using SEO tactics to achieve it. That can be difficult, frustrating and time consuming. Either internal staff or external contractors are needed for both these functions.



# Organic vs. Paid Search (continued)

## Paid Advertising (Pay-Per-Click)

Paid search results are advertisements. A business pays to have their ads displayed when users do a search containing specific keywords. The ads are typically displayed above and to the right of organic search results. The exact placement of the ads is determined by both a bidding process and quality score. The advantages and drawbacks of paid search are often the opposite of organic listings.

The screenshot shows a Google search for "paid search results". The search bar contains the text "paid search results" and the Google logo is on the left. Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", "More", "Settings", and "Tools". The search results show "About 15,200,000 results (0.40 seconds)".

The first three results are paid advertisements, highlighted with a red border:

- PPC Advertising Made Easier. | Master the Art of PPC | SEMrush.com**  
[www.semrush.com/](http://www.semrush.com/)  
 Increase your PPC revenue with SEMrush Tools. Free Trial!  
 Rivals' text/banner ads · Rivals' monthly budgets · Find related keywords · New keyword combinations  
 Domain vs Domain · Site Audit · Plans and Prices · Ranking factors research · Blog
- Don't Use Pay Per Click | Before You Check Out JumpFly | JumpFly.com**  
[www.jumpfly.com/Best-PPC/Management](http://www.jumpfly.com/Best-PPC/Management) (888) 821-6132  
 Ranked #1 PPC Management Agency by TopSEOs & Clutch. Maximize Your PPC Results.  
 PPC Management 10+ Years · Free Sales Consultation · Proprietary Software  
 Services: PPC Management, Product Feed Optimization, Programmatic Advertising, Remarketing  
 JumpFly Pricing · Premier AdWords Partner · Money Back Guarantee · Sales Brochure
- The Difference between Organic and Paid Search Engine Results ...**  
[www.dummies.com/.../search.../the-difference-between-organic-and-paid-search-engi...](http://www.dummies.com/.../search.../the-difference-between-organic-and-paid-search-engi...)  
 When a search engine returns its search results, it gives you two types: organic and paid. Organic search results are the Web page listings that most closely match the user's search query based on relevance. Also called "natural" search results, ranking high in the organic results is what SEO is all about. Paid results are ...

Below the advertisements is a "People also ask" section with four questions:

- What is paid search results?
- What is a paid search on Google Analytics?
- What is the difference between paid and organic search?
- What is paid search engine marketing?

At the bottom of the screenshot, there is a "Feedback" link and another organic result:

- Paid Search Marketing: Better Tools, Better Paid Search Results ...**  
<https://www.wordstream.com/paid-search>  
 Paid search marketing campaigns can be a highly effective way to grow your business, and they're most cost-effective and successful with the right search tools and strategies. Learn how WordStream can improve your paid search results.



## Organic vs. Paid Search (continued)

---

### Paid Ad (PPC) Benefits

- **Time:** Unlike organic search rankings that can take months, paid results are placed at the top of rankings as soon as you pay for ad placement.
- **Targeting:** PPC campaigns can be tailored to reach specific audiences. Examples of segmentation include geo-targeting, income, age, educational level, marital status, industry, etc.
- **Click through Rates:** Searches using terms that denote high purchase intent such as product or brand-specific keywords will get more clicks than organic results.

### Paid Ad (PPC) Drawbacks

- **Cost:** The more competitive the keyword, the more the bid price is for each click on the displayed ad. Paid search requires a level of expertise to manage these campaigns. Otherwise a lot of money will be spent to attract unqualified traffic.
- **Momentary:** The ads disappear as soon as you stop paying for them.
- **Distrust:** Consumers don't always trust paid ads and often avoid them. They place more trust in organic rankings.
- **Click through Rate:** Except for high purchase intent searches, users will click on paid search listings at a lower rate than organic search listings. Organic listings have more credibility with search engine users. In one UK study, published by Econsultancy, only 6% of clicks were the result of paid listings. In another study, it was 10%. The important thing to remember is that click through rate varies by purchase intent. Organic rankings will get more click through rates for "top of funnel" keyword search queries.

([source](#) for above content)



## Organic vs. Paid Search (continued)

---

### How We Feel About PPC and Google Adwords

- i. In contrast to the early days of the Internet, users these days are far more aware of the difference between "paid" and "organic" search results, and realize that organic results are more likely to be relevant to their chosen search term(s). For that reason, **only about 32% of searchers will click on Adwords. So you are missing out on the other 68% of search engine traffic!**
- ii. You are paying dearly for the 32% of traffic that you ARE getting. There was a time when Adwords was far less costly than it is today. But the bidding for high placement has become so competitive that it's now more difficult than ever to achieve results that justify the expense. By ranking in the generic results, you can eliminate the high cost. Google is well known for overcharging for clicks. Not to mention, if you stop paying for the Adwords listings, your traffic will immediately disappear.
- iii. The effectiveness of Adwords (if it's effective at all) is in large part dependent on the choice of keywords. But even the most savvy business owner is not always adept at choosing the best keywords. Even if you were to continue using Adwords in addition to organic SEO (which we only recommend for 30 - 60 days until you are ranked for keywords organically) it's possible that you're paying for clicks that are absolutely worthless because of the keyword associated with the Adwords listing.
- iv. Your business niche is your area of expertise... Internet marketing and keyword selection is ours. If you hire us to promote your business with organic search marketing, but choose to continue using Google Adwords as well (because you think the Adwords traffic is bringing you enough additional income to justify the expenditure, although we think it unlikely) we will be happy to evaluate your choice of keywords and offer our recommendations at no additional charge.

By focusing your resources on organic search, you will benefit in 2 ways:

1. You will save considerably on the fees you are currently paying for Adwords, and
2. You will reach - at minimum - more than **DOUBLE** the number of possible clients searching for your product and/or service.



# 1<sup>st</sup> Page Organic Importance

Put yourself in your prospect's position. You're seeking a solution to a problem, issue or opportunity. You, like most, are busy, busy, busy and forgot to ask a friend, relative or lifeline to make a suggestion or recommendation. Your only hope is to pick-up your mobile phone (more organic searches are now performed on smart phones than on desktops<sup>1</sup>), or sit at our desktop computer and search the internet for a local service provider.

What's your search engine of choice? Google is #1 with over 63% of search volume, Bing is #2 with almost 23% and Yahoo is #3 with just shy of 12%. If you're like most, you'll click on the organic search results vs. the paid advertising (94% selected organic search over paid in research from GroupM UK and Nielsen).

Google search for "cincinnati electrician".

About 442,000 results (0.63 seconds)

**Local Master Electrician - \$25 Off Repairs & Panel Installs**  
 Ad www.hillerphc.com/Electrical (865) 407-2077  
 Licensed Local Electrical Services.

**Residential Electrician - Trusted Electrician Since 1884**  
 Ad www.frankniesencorpany.net/ (513) 333-2087  
 Call For Service In Greater Cincinnati  
 Master Plumbers On Hand - Frankniesencorpany - Free Estimates  
 500 W Sharon Rd, Cincinnati, OH

**#1 Electricians - 333 - 333help.com**  
 Ad www.333help.com/ThompsonAC (513) 333-4337  
 Full-Service Plumbing, Heating, Cooling & Electric Trusted 80+ Years +  
 24/7 Emergency Service - Guaranteed Expert Repairs - Voted 2014 Best of East  
 ELECTRICAL: 333 HELP Heating & Cooling  
 155 N Commerce Park Dr, Cincinnati, OH

Reviewing the title tags and meta descriptions for the organic results, you'll click either the 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> listing. Being #1 gets you an average share of 32.5% of the traffic, #2 is just 17.6% and #3 is 11.4% (61.5% for top 3).<sup>2</sup>

<sup>1</sup> Jerry Dischler, Google VP - May, 2015

<sup>2</sup> MrSEO.com



# 1<sup>st</sup> Page Organic Importance (continued)

Electric Contractors-BBB Accredited Businesses- Cincinnati ...

www.bbb.org/cincinnati/accredited.../electricians/ Better Business Bureau

Cincinnati Better Business Bureau has accredited the following electricians. When looking for a contractors do do electrical work, use this directory to find an ...

Title Tag

Meta Description

Cooper Electric: Cincinnati Electrician | Electrician in Cincinnati ...

cooper-electric.net/

Cincinnati Electrician in Cincinnati Oh Cov Ky that specializes in electrical work, thermography, and more.

10 Best Electricians in Cincinnati, OH - Thumbtack

www.thumbtack.com > OH > Cincinnati

Here is the definitive list of Cincinnati's electricians as rated by the Cincinnati, OH community. Want to see who made the cut?

You'll review the selected website for the solution you desire with an average attention span of 8.25 seconds (0.75 seconds less than a goldfish)<sup>3</sup>. If you can't find the solution you desire, you'll use your browser's back arrow to return to the search results and select another website in the organic search results.

You'll likely never go beyond the first page search results, because first page websites get 91.5% of Google traffic.<sup>4</sup> Most people just don't bother going beyond the first page. If you need additional information, you'll change the search term and repeat the process over again.

## IS MY SCENARIO ACCURATE?

Put the statistics, the research and the example aside. How do you find solutions to your problems, issues and opportunities? If you're like billions of others, you're doing so with a mobile device or desktop computer searching the internet for vendors to make a purchase. 93% of all buying decisions start with an online search.<sup>5</sup>

Being on the first page means your website is considered one of the best for a particular keyword. And that's what you should aim for: to be the best. Providing what your intended audience is looking for will go a long way and will certainly boost your chances of grabbing the #1 spot on Google.

<sup>3</sup> National Center for Biotechnical Information - 2015

<sup>4</sup> MrSEO.com

<sup>5</sup> Forrester Study - 2006



# Potential Search Traffic

---

A keyword, in the context of search engine optimization, is a particular word or phrase that describes the contents of a web page. Keywords are very important for every business website as they drive targeted web traffic to your business for free. When done well, using the right keywords can skyrocket your business to sales success online.

Keywords are the words and phrases that internet users type into the search box of a search engine, such as Google, to find what websites match what they are looking for. Some keywords get hundreds of thousands of unique searches a day while others get a couple of hundred. At the same time, some high traffic keywords are very competitive because many businesses are trying to get website visitors from users searching for them while others are not.

In choosing keywords for your business, it is very important to put some time and thought into researching them, especially focusing on a localized keyword strategy (ranking your website for search terms that include your city or region). Here are our preliminary ideas for keywords specific to your business. This list will be refined with you to determine the best, most suitable keywords to achieve your goals.

Here are a few revealing statistics about how your prospective new clients/customers search for and follow-up on what they discover online.

- 66% of Americans use online local search.<sup>6</sup>
- 82% of local searchers follow-up offline via a phone call or visit.<sup>7</sup>

---

<sup>6</sup> TMP / comScore

<sup>7</sup> TMP / comScore



## Potential Search Traffic (continued)

Local Keywords	Est. Monthly Searches	Ranking Difficulty
cincinnati architecture	910	1
interior design cincinnati	780	1
marketing agency cincinnati	520	12
interior designer cincinnati	390	1
cincinnati graphic design firms	260	22
design agency cincinnati	260	70
landscape design cincinnati	260	2
interior designer cincinnati ohio	208	2
cincinnati interior design	182	2
cincinnati design firm	182	70
interior design firms cincinnati	156	2
design firm cincinnati	130	70
cincinnati landscape design	78	2
cincinnati marketing agency	78	12
architect cincinnati	78	22
cincinnati interior design firms	52	2
architecture in cincinnati	52	1
graphic design companies cincinnati	52	1
northern kentucky landscape design	26	2
cincinnati landscape architecture	26	2
creative agency cincinnati	26	22
cincinnati design agency	26	70
interior design firms in cincinnati	26	2
cincinnati interior designer	26	1
interior design firms in cincinnati ohio	26	2
cincinnati design interior	26	2
interior design northern kentucky	26	1
digital signage cincinnati	26	1
design and interior	26	7
cincinnati architect	26	12
architect cincinnati ohio	26	22
architecture cincinnati	26	1
interior design cincinnati ohio	26	1
landscape architecture cincinnati	26	1



## Potential Search Traffic (continued)

Local Keywords	Est. Monthly Searches	Ranking Difficulty
graphic design firms cincinnati	26	35
graphic design companies in cincinnati	26	1
interior design in cincinnati	26	1
graphic design firms in cincinnati	26	22
marketing firm cincinnati	26	22
cincinnati landscape designer	26	3
graphic design firms cincinnati ohio	26	22
landscape design cincinnati ohio	26	1
graphic design companies cincinnati ohio	26	1
cincinnati marketing firm	26	12
<b>TOTAL</b>	<b>5,304</b>	



## Potential Search Traffic (continued)

National Keywords	Est. Monthly Searches	Ranking Difficulty
architecture	455,000	45
architect	260,000	90
interior design	231,400	90
understanding	135,200	45
landscape design	104,000	30
branding	101,400	90
signage	80,600	8
architectural design	62,400	30
storytelling	62,400	90
digital media	49,400	20
modern architecture	49,400	12
landscape architecture	46,800	90
digital signage	39,000	90
interior designer	33,800	90
environments	23,920	45
positioning	22,880	20
interior design ideas	20,540	90
user experience design	18,460	90
architecture design	18,200	90
wayfinding	16,900	12
modern interior design	15,600	20
interdesign	14,560	3
marketing agency	14,040	30
contemporary architecture	13,260	8
environmental design	11,440	8
industrial interior design	9,360	12
landscape design ideas	8,580	45
creative agency	7,800	20
graphic design companies	6,760	12
minimalist interior design	6,760	12
contemporary interior design	6,500	12
marketing firm	6,240	20
landscape designer	6,240	3
office interior design	4,940	20
interiors by design	4,420	90
branding design	4,420	20
signage design	4,420	5
design agency	4,160	30



## Potential Search Traffic (continued)

National Keywords	Est. Monthly Searches	Ranking Difficulty
interior decoration	4,160	90
wayfinding signage	3,900	8
design strategy	3,900	8
graphics designer	3,900	45
architecture and design	3,900	45
brand design	3,640	20
design firm	3,640	30
commercial interior design	2,860	3
creative strategy	2,860	5
modern landscape design	2,600	5
visioning	2,600	5
environment design	2,600	12
interior design companies	2,600	90
best interior design schools	2,600	8
landscape construction	2,600	8
interior design firms	2,600	20
strategic consulting	2,340	12
interior design services	2,340	30
graphic design firms	2,340	12
brand identity design	2,340	12
employee recognition programs	2,080	20
graphic design agency	2,080	30
environmental graphic design	2,080	3
design consultant	1,820	3
brand experience	1,820	12
luxury interior design	1,820	30
environmental architecture	1,820	12
professional landscaping	1,820	5
building architecture	1,820	5
identity design	1,820	20
directional signage	1,560	3
top interior designers	1,560	8
architectural services	1,560	8
architecture companies	1,300	20
interior wall design	1,300	12
hotel interior design	1,170	8



## Potential Search Traffic (continued)

National Keywords	Est. Monthly Searches	Ranking Difficulty
architecture company	1,040	12
strategic design	1,040	5
graphic design branding	1,040	12
design interior	1,040	90
customer insight	910	8
best interior design	780	5
interior lighting design	780	8
best interior designers	780	20
creative design agency	780	30
landscape architecture design	780	20
modern interior design ideas	780	20
room interior design	780	12
new interior design	780	30
top landscape architecture firms	650	8
sustainable environmental design	650	3
decor interior design	650	90
landscape and design	650	30
wayfinding design	650	3
brand design agency	650	90
collection development	520	5
interior design art	520	12
design for environment	520	12
urban landscape design	520	3
office interior design ideas	520	30
interior stylist	520	3
architecture and interior design	520	5
architecture interior design	520	12
shop interior design	520	12
architecture building design	390	12
top design agencies	390	12
brand design company	390	30
wayfinding system	390	8
professional interior designer	390	30
strategic design and management	390	3
architectural space	390	3
marketing design agency	390	45
environmental design architecture	390	8
wayfinder signs	390	3



## Potential Search Traffic (continued)

<b>National Keywords</b>	<b>Est. Monthly Searches</b>	<b>Ranking Difficulty</b>
environmental landscape design	390	3
modern landscape architecture	390	3
modern architecture design	390	8
architecture design company	390	90
brand experience agency	260	90
architecture by design	260	3
best design agencies	260	20
interior design and decoration	260	90
designed environments	260	3
brand designers	260	30
best landscape architecture firms	260	5
wayfinding signage design	234	5
landscape architecture projects	234	8
best brand design	234	12
branding and identity design	234	20
branding and design	234	20
landscape architecture company	234	90
urban landscape architecture	234	3
digital wayfinding	234	3
creative design company	182	20
experience design firm	182	90
designer interior	182	12
healthcare wayfinding	182	3
architecture and environmental design	156	3
signage and wayfinding	156	5
brand design firm	156	90
interior design design	156	90
creative brand design	130	20
architect and interior designer	130	5
workshop facilitation	130	3
top landscape architects	130	3
landscape and architecture	130	90
corporate branding design	130	12
creative strategy and the business of design	130	3
branding and design agency	130	90
brand experience design	104	3
good interior design	104	30



## Potential Search Traffic (continued)

National Keywords	Est. Monthly Searches	Ranking Difficulty
wayfinding graphic design	104	8
interior and design	104	90
artwork collection	78	90
donor recognition programs	78	3
new architecture design	78	20
design and marketing agency	78	90
wayfinding signage systems	78	12
focus group facilitation	78	5
best signage design	78	3
interactive wayfinding	78	5
wayfinding solutions	78	8
interior art design	52	8
wayfinding system design	52	5
natural landscape architecture	52	20
brand experience marketing	52	12
wayfinding design firms	52	8
brand identity design company	52	20
wayfinding project	52	3
the interior design	52	45
int design	52	8
strategic design management	52	3
company branding design	52	12
business branding design	52	20
graphic design agency services	52	30
signage and wayfinding design	52	3
environmental design consultants	26	12
architecture in landscape	26	12
design creative agency	26	90
global design agency	26	90
digital wayfinding signage	26	8
architecture as landscape	26	12
design and interior	26	12
brand expression	26	3
brand identity systems	26	3
engagement programs	26	8
design strategies in architecture	26	3
art architecture & design	26	5
wayfinding architecture	26	3



## Potential Search Traffic (continued)

<b>National Keywords</b>	<b>Est. Monthly Searches</b>	<b>Ranking Difficulty</b>
wayfinding strategy	26	3
strategy and design	26	20
artwork programs	26	12
landscape architecture and design	26	12
built environments design	26	8
heritage recognition programs	26	3
architect design firm	26	90
measurability studies	26	3
design agency services	26	20
artwork engagement	26	3
<b>TOTAL</b>	<b>2,102,828</b>	



## Keyword Ranking

Here's how Your Company, LLC ranks in the major search engines for our list of preliminary keywords. Remember, the keywords you select should be done with care.

KEYWORD	GOOGLE	YAHOO	BING
agriculture architecture	Not in top 50	Not in top 50	Not in top 50
architect	Not in top 50	Not in top 50	Not in top 50
architect and interior designer	Not in top 50	Not in top 50	Not in top 50
architect cincinnati	Not in top 50	Not in top 50	Not in top 50
architect cincinnati ohio	Not in top 50	Not in top 50	Not in top 50
architect design firm	Not in top 50	Not in top 50	Not in top 50
architectural design	Not in top 50	Not in top 50	Not in top 50
architectural services	Not in top 50	Not in top 50	Not in top 50
architectural space	Not in top 50	Not in top 50	Not in top 50
architecture	Not in top 50	Not in top 50	Not in top 50
architecture and design	Not in top 50	Not in top 50	Not in top 50
architecture and environmental design	Not in top 50	Not in top 50	Not in top 50
architecture and interior design	Not in top 50	Not in top 50	Not in top 50
architecture as landscape	Not in top 50	Not in top 50	Not in top 50
architecture building design	Not in top 50	Not in top 50	Not in top 50
architecture by design	Not in top 50	Not in top 50	Not in top 50
architecture cincinnati	Not in top 50	Not in top 50	Not in top 50
architecture companies	Not in top 50	Not in top 50	Not in top 50
architecture company	Not in top 50	Not in top 50	Not in top 50
architecture design	Not in top 50	Not in top 50	Not in top 50
architecture design company	Not in top 50	Not in top 50	Not in top 50
architecture in cincinnati	Not in top 50	Not in top 50	Not in top 50
architecture in landscape	Not in top 50	Not in top 50	Not in top 50
architecture interior design	Not in top 50	Not in top 50	Not in top 50
art architecture & design	Not in top 50	Not in top 50	Not in top 50
artwork collection	Not in top 50	Not in top 50	Not in top 50
artwork engagement	Not in top 50	Not in top 50	Not in top 50
artwork programs	Not in top 50	Not in top 50	Not in top 50
best brand design	Not in top 50	Not in top 50	Not in top 50
best design agencies	Not in top 50	Not in top 50	Not in top 50
best interior design	Not in top 50	Not in top 50	Not in top 50
best interior design schools	Not in top 50	Not in top 50	Not in top 50
best interior designers	Not in top 50	Not in top 50	Not in top 50
best landscape architecture firms	Not in top 50	Not in top 50	Not in top 50
best signage design	Not in top 50	Not in top 50	Not in top 50
brand design	Not in top 50	Not in top 50	Not in top 50



## Keyword Ranking (continued)

KEYWORD	GOOGLE	YAHOO	BING
brand design agency	Not in top 50	Not in top 50	Not in top 50
brand design company	Not in top 50	Not in top 50	Not in top 50
brand design firm	Not in top 50	Not in top 50	Not in top 50
brand designers	Not in top 50	Not in top 50	Not in top 50
brand experience	Not in top 50	Not in top 50	Not in top 50
brand experience agency	Not in top 50	Not in top 50	Not in top 50
brand experience design	Not in top 50	Not in top 50	Not in top 50
brand experience marketing	Not in top 50	Not in top 50	Not in top 50
brand expression	Not in top 50	Not in top 50	Not in top 50
brand identity design	Not in top 50	Not in top 50	Not in top 50
brand identity design company	Not in top 50	Not in top 50	Not in top 50
brand identity systems	Not in top 50	Not in top 50	Not in top 50
branding	Not in top 50	Not in top 50	Not in top 50
branding and design	Not in top 50	Not in top 50	Not in top 50
branding and design agency	Not in top 50	Not in top 50	Not in top 50
branding and identity design	Not in top 50	Not in top 50	Not in top 50
branding design	Not in top 50	Not in top 50	Not in top 50
building architecture	Not in top 50	Not in top 50	Not in top 50
built environments design	Not in top 50	Not in top 50	Not in top 50
business branding design	Not in top 50	Not in top 50	Not in top 50
cincinnati architect	Not in top 50	Not in top 50	Not in top 50
cincinnati architecture	Not in top 50	Not in top 50	Not in top 50
cincinnati design agency	Not in top 50	Not in top 50	Not in top 50
cincinnati design firm	Not in top 50	Not in top 50	Not in top 50
cincinnati design interior	Not in top 50	Not in top 50	Not in top 50
cincinnati graphic design firms	Not in top 50	Not in top 50	Not in top 50
cincinnati interior design	Not in top 50	Not in top 50	Not in top 50
cincinnati interior design firms	Not in top 50	Not in top 50	Not in top 50
cincinnati interior designer	Not in top 50	Not in top 50	Not in top 50
cincinnati landscape architecture	Not in top 50	28	Not in top 50
cincinnati landscape design	Not in top 50	Not in top 50	Not in top 50
cincinnati landscape designer	Not in top 50	Not in top 50	Not in top 50
cincinnati marketing agency	Not in top 50	Not in top 50	Not in top 50
cincinnati marketing firm	Not in top 50	Not in top 50	Not in top 50
collection development	Not in top 50	Not in top 50	Not in top 50
commercial interior design	Not in top 50	Not in top 50	Not in top 50



## Keyword Ranking (continued)

KEYWORD	GOOGLE	YAHOO	BING
company branding design	Not in top 50	Not in top 50	Not in top 50
contemporary architecture	Not in top 50	Not in top 50	Not in top 50
contemporary interior design	Not in top 50	Not in top 50	Not in top 50
corporate branding design	Not in top 50	Not in top 50	Not in top 50
creative agency	Not in top 50	Not in top 50	Not in top 50
creative agency cincinnati	Not in top 50	Not in top 50	Not in top 50
creative brand design	Not in top 50	Not in top 50	Not in top 50
creative design agency	Not in top 50	Not in top 50	Not in top 50
creative design company	Not in top 50	Not in top 50	Not in top 50
creative strategy	Not in top 50	Not in top 50	Not in top 50
creative strategy and the business of design	Not in top 50	Not in top 50	Not in top 50
customer insight	Not in top 50	Not in top 50	Not in top 50
decor interior design	Not in top 50	Not in top 50	Not in top 50
design agency	Not in top 50	Not in top 50	Not in top 50
design agency cincinnati	Not in top 50	Not in top 50	Not in top 50
design agency services	Not in top 50	Not in top 50	Not in top 50
design and interior	Not in top 50	Not in top 50	Not in top 50
design and marketing agency	Not in top 50	Not in top 50	Not in top 50
design consultant	Not in top 50	Not in top 50	Not in top 50
design creative agency	Not in top 50	Not in top 50	Not in top 50
design firm	Not in top 50	Not in top 50	Not in top 50
design firm cincinnati	Not in top 50	Not in top 50	Not in top 50
design for environment	Not in top 50	Not in top 50	Not in top 50
design interior	Not in top 50	Not in top 50	Not in top 50
design strategies in architecture	Not in top 50	Not in top 50	Not in top 50
design strategy	Not in top 50	Not in top 50	Not in top 50
designed environments	Not in top 50	Not in top 50	Not in top 50
designer interior	Not in top 50	Not in top 50	Not in top 50
digital media	Not in top 50	Not in top 50	Not in top 50
digital signage	Not in top 50	Not in top 50	Not in top 50
digital signage cincinnati	Not in top 50	Not in top 50	Not in top 50
digital wayfinding	Not in top 50	Not in top 50	Not in top 50
digital wayfinding signage	Not in top 50	Not in top 50	Not in top 50
directional signage	Not in top 50	Not in top 50	Not in top 50
donor recognition programs	Not in top 50	Not in top 50	Not in top 50
employee recognition programs	Not in top 50	Not in top 50	Not in top 50



## Keyword Ranking (continued)

KEYWORD	GOOGLE	YAHOO	BING
engagement programs	Not in top 50	Not in top 50	Not in top 50
environment design	Not in top 50	Not in top 50	Not in top 50
environmental architecture	Not in top 50	Not in top 50	Not in top 50
environmental design	Not in top 50	Not in top 50	Not in top 50
environmental design architecture	Not in top 50	Not in top 50	Not in top 50
environmental design consultants	Not in top 50	Not in top 50	Not in top 50
environmental graphic design	Not in top 50	Not in top 50	Not in top 50
environmental landscape design	Not in top 50	Not in top 50	Not in top 50
environments	Not in top 50	Not in top 50	Not in top 50
experience design firm	Not in top 50	Not in top 50	Not in top 50
focus group facilitation	Not in top 50	Not in top 50	Not in top 50
global design agency	Not in top 50	Not in top 50	Not in top 50
good interior design	Not in top 50	Not in top 50	Not in top 50
graphic design agency	Not in top 50	Not in top 50	Not in top 50
graphic design agency services	Not in top 50	Not in top 50	Not in top 50
graphic design branding	Not in top 50	Not in top 50	Not in top 50
graphic design companies	Not in top 50	Not in top 50	Not in top 50
graphic design companies cincinnati	Not in top 50	Not in top 50	Not in top 50
graphic design companies cincinnati ohio	Not in top 50	Not in top 50	Not in top 50
graphic design companies in cincinnati	Not in top 50	Not in top 50	Not in top 50
graphic design firms	Not in top 50	Not in top 50	Not in top 50
graphic design firms cincinnati	Not in top 50	Not in top 50	Not in top 50
graphic design firms cincinnati ohio	Not in top 50	Not in top 50	Not in top 50
graphic design firms in cincinnati	Not in top 50	Not in top 50	Not in top 50
graphics designer	Not in top 50	Not in top 50	Not in top 50
healthcare wayfinding	Not in top 50	Not in top 50	Not in top 50
heritage recognition programs	Not in top 50	Not in top 50	Not in top 50
hotel interior design	Not in top 50	Not in top 50	Not in top 50
identity design	Not in top 50	Not in top 50	Not in top 50
industrial interior design	Not in top 50	Not in top 50	Not in top 50
int design	Not in top 50	Not in top 50	Not in top 50
interactive wayfinding	Not in top 50	Not in top 50	Not in top 50
interdesign	Not in top 50	Not in top 50	Not in top 50
interior and design	Not in top 50	Not in top 50	Not in top 50
interior art design	Not in top 50	Not in top 50	Not in top 50
interior decoration	Not in top 50	Not in top 50	Not in top 50



## Keyword Ranking (continued)

KEYWORD	GOOGLE	YAHOO	BING
interior design	Not in top 50	Not in top 50	Not in top 50
interior design and decoration	Not in top 50	Not in top 50	Not in top 50
interior design art	Not in top 50	Not in top 50	Not in top 50
interior design cincinnati	Not in top 50	Not in top 50	Not in top 50
interior design cincinnati ohio	Not in top 50	Not in top 50	Not in top 50
interior design companies	Not in top 50	Not in top 50	Not in top 50
interior design design	Not in top 50	Not in top 50	Not in top 50
interior design firms	Not in top 50	Not in top 50	Not in top 50
interior design firms cincinnati	Not in top 50	Not in top 50	Not in top 50
interior design firms in cincinnati	Not in top 50	Not in top 50	Not in top 50
interior design firms in cincinnati ohio	Not in top 50	Not in top 50	Not in top 50
interior design ideas	Not in top 50	Not in top 50	Not in top 50
interior design in cincinnati	Not in top 50	Not in top 50	Not in top 50
interior design northern kentucky	Not in top 50	25	Not in top 50
interior design services	Not in top 50	Not in top 50	Not in top 50
interior designer	Not in top 50	Not in top 50	Not in top 50
interior designer cincinnati	Not in top 50	Not in top 50	Not in top 50
interior designer cincinnati ohio	Not in top 50	Not in top 50	Not in top 50
interior lighting design	Not in top 50	Not in top 50	Not in top 50
interior stylist	Not in top 50	Not in top 50	Not in top 50
interior wall design	Not in top 50	Not in top 50	Not in top 50
interiors by design	Not in top 50	Not in top 50	Not in top 50
landscape and architecture	Not in top 50	Not in top 50	Not in top 50
landscape and design	Not in top 50	Not in top 50	Not in top 50
landscape architecture	Not in top 50	Not in top 50	Not in top 50
landscape architecture and design	Not in top 50	Not in top 50	Not in top 50
landscape architecture cincinnati	Not in top 50	40	Not in top 50
landscape architecture company	Not in top 50	Not in top 50	Not in top 50
landscape architecture design	Not in top 50	Not in top 50	Not in top 50
landscape architecture projects	Not in top 50	Not in top 50	Not in top 50
landscape construction	Not in top 50	Not in top 50	Not in top 50
landscape design	Not in top 50	Not in top 50	Not in top 50
landscape design cincinnati	Not in top 50	Not in top 50	Not in top 50
landscape design cincinnati ohio	Not in top 50	Not in top 50	Not in top 50
landscape design ideas	Not in top 50	Not in top 50	Not in top 50
landscape designer	Not in top 50	Not in top 50	Not in top 50



## Keyword Ranking (continued)

KEYWORD	GOOGLE	YAHOO	BING
luxury interior design	Not in top 50	Not in top 50	Not in top 50
marketing agency	Not in top 50	Not in top 50	Not in top 50
marketing agency cincinnati	Not in top 50	Not in top 50	Not in top 50
marketing design agency	Not in top 50	Not in top 50	Not in top 50
marketing firm	Not in top 50	Not in top 50	Not in top 50
marketing firm cincinnati	Not in top 50	Not in top 50	Not in top 50
measurability studies	Not in top 50	Not in top 50	Not in top 50
minimalist interior design	Not in top 50	Not in top 50	Not in top 50
modern architecture	Not in top 50	Not in top 50	Not in top 50
modern architecture design	Not in top 50	Not in top 50	Not in top 50
modern interior design	Not in top 50	Not in top 50	Not in top 50
modern interior design ideas	Not in top 50	Not in top 50	Not in top 50
modern landscape architecture	Not in top 50	Not in top 50	Not in top 50
modern landscape design	Not in top 50	Not in top 50	Not in top 50
natural landscape architecture	Not in top 50	Not in top 50	Not in top 50
new architecture design	Not in top 50	Not in top 50	Not in top 50
new interior design	Not in top 50	Not in top 50	Not in top 50
northern kentucky landscape design	Not in top 50	Not in top 50	Not in top 50
office interior design	Not in top 50	Not in top 50	Not in top 50
office interior design ideas	Not in top 50	Not in top 50	Not in top 50
positioning	Not in top 50	Not in top 50	Not in top 50
professional interior designer	Not in top 50	Not in top 50	Not in top 50
professional landscaping	Not in top 50	Not in top 50	Not in top 50
room interior design	Not in top 50	Not in top 50	Not in top 50
shop interior design	Not in top 50	Not in top 50	Not in top 50
signage	Not in top 50	Not in top 50	Not in top 50
signage and wayfinding	Not in top 50	Not in top 50	Not in top 50
signage and wayfinding design	Not in top 50	Not in top 50	Not in top 50
signage design	Not in top 50	Not in top 50	Not in top 50
storytelling	Not in top 50	Not in top 50	Not in top 50
strategic consulting	Not in top 50	Not in top 50	Not in top 50
strategic design	Not in top 50	Not in top 50	Not in top 50
strategic design and management	Not in top 50	Not in top 50	Not in top 50
strategic design management	Not in top 50	Not in top 50	Not in top 50
strategy and design	Not in top 50	Not in top 50	Not in top 50
sustainable environmental design	Not in top 50	Not in top 50	Not in top 50



## Keyword Ranking (continued)

KEYWORD	GOOGLE	YAHOO	BING
the interior design	Not in top 50	Not in top 50	Not in top 50
top design agencies	Not in top 50	Not in top 50	Not in top 50
top interior designers	Not in top 50	Not in top 50	Not in top 50
top landscape architects	Not in top 50	Not in top 50	Not in top 50
top landscape architecture firms	Not in top 50	Not in top 50	Not in top 50
understanding	Not in top 50	Not in top 50	Not in top 50
urban landscape architecture	Not in top 50	Not in top 50	Not in top 50
urban landscape design	Not in top 50	Not in top 50	Not in top 50
user experience design	Not in top 50	Not in top 50	Not in top 50
visioning	Not in top 50	Not in top 50	Not in top 50
wayfinder signs	Not in top 50	Not in top 50	Not in top 50
wayfinding	Not in top 50	Not in top 50	Not in top 50
wayfinding architecture	Not in top 50	Not in top 50	Not in top 50
wayfinding design	Not in top 50	Not in top 50	Not in top 50
wayfinding design firms	Not in top 50	Not in top 50	Not in top 50
wayfinding graphic design	Not in top 50	Not in top 50	Not in top 50
wayfinding project	Not in top 50	Not in top 50	Not in top 50
wayfinding signage	Not in top 50	Not in top 50	Not in top 50
wayfinding signage design	Not in top 50	Not in top 50	Not in top 50
wayfinding signage systems	Not in top 50	Not in top 50	Not in top 50
wayfinding solutions	Not in top 50	Not in top 50	Not in top 50
wayfinding strategy	Not in top 50	Not in top 50	Not in top 50
wayfinding system	Not in top 50	Not in top 50	Not in top 50
wayfinding system design	Not in top 50	Not in top 50	Not in top 50
workshop facilitation	Not in top 50	Not in top 50	Not in top 50



# 1<sup>st</sup> Page Organic Value

Before we discuss getting your website on the 1<sup>st</sup> page of the organic search results for keyword phrases relevant to prospects within your market, let's perform a quick comparison detailing HOW MUCH the visibility is worth to you.

Step	Description	Others																			
<b>Determine Increase in Website Traffic</b>																					
<b>1</b>	Select keyword phrases from the Potential Search Traffic section above and total their Est. Monthly Search Volume.  Enter the total Estimated Search Volume in the cells to the right.	<b>2,990</b>	<b>2,990</b>																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;">Est. Monthly Searches</th> <th style="text-align: center;">Ranking Difficulty</th> </tr> </thead> <tbody> <tr> <td>National Keywords</td> <td></td> <td></td> </tr> <tr> <td>design consultant*</td> <td style="text-align: center;">1,820</td> <td style="text-align: center;">3</td> </tr> <tr> <td>wayfinding design</td> <td style="text-align: center;">650</td> <td style="text-align: center;">3</td> </tr> <tr> <td>collection development</td> <td style="text-align: center;">520</td> <td style="text-align: center;">5</td> </tr> <tr> <td style="text-align: right;"><b>TOTALS</b></td> <td style="text-align: center;"><b>2,990</b></td> <td style="text-align: center;"><b>11</b></td> </tr> </tbody> </table>				Est. Monthly Searches	Ranking Difficulty	National Keywords			design consultant*	1,820	3	wayfinding design	650	3	collection development	520	5	<b>TOTALS</b>	<b>2,990</b>	<b>11</b>
				Est. Monthly Searches	Ranking Difficulty																
	National Keywords																				
	design consultant*			1,820	3																
wayfinding design	650	3																			
collection development	520	5																			
<b>TOTALS</b>	<b>2,990</b>	<b>11</b>																			
<b>1A</b>	Enter the monthly marketing investment to support the strategic targeting of the keyword phrases above in the cells to the right.	<b>Unknown</b>	<b>\$2,475</b>  *Guaranteed																		
<b>2</b>	Ranking 1 <sup>st</sup> in the organic results yields 32.5% of the traffic, ranking 2 <sup>nd</sup> generates 17.6% of the traffic, and ranking 3 <sup>rd</sup> provides 11.4% while ranking 10 <sup>th</sup> generates a paltry 2.4%. If your website's on the second page you share 4.8% of the traffic from that entire page, on page 3 it shrinks lower to 1.1%. <sup>8</sup>  Enter a percentage reflecting your estimate of traffic in the cells to the right (We're typically able to place clients into one of the top 3 positions within 90 days for keywords with a difficulty ranking of 1 to 5 and suggest using 17.6% (position #2) as an estimate).	<b>0.5%</b>	<b>17.6%</b>																		

<sup>8</sup> MrSEO.com



## 1<sup>st</sup> Page Organic Value (continued)

Step	Description	Others	
3	<p>Multiply the Estimated Search Volume in Step 1 with the Click Percentage in Step 2. Be sure to express the value in Step 2 as a percentage (i.e. 32.5% is 0.325).</p> <p>Enter the number of estimated monthly website visitors in the cells to the right, rounding down to the nearest visitor.</p>	14	526
<b>Determine Increase in Monthly Revenue</b>			
4	<p>NewsCred stated in 2014 that organic search leads have a 14.6% close rate (compared to 1.7% for outbound marketing leads like direct mail to a purchased list).</p> <p>Enter a percentage reflecting your estimate for the conversion percentage of website visitors to clients/customers (Our professional copywriters are experts at communicating the value in making a purchase decision on your website).</p>	<p>1%</p> <ul style="list-style-type: none"> <li>× Self Serving Copy</li> <li>× No Video</li> <li>× No Opt In</li> </ul>	<p>2%</p> <ul style="list-style-type: none"> <li>✓ Visitor Focused Copy</li> <li>✓ Video Content</li> <li>✓ Irresistible Opt In</li> <li>✓ Disqualifying Auto Responder</li> </ul>
5	<p>Multiply the Estimated Website Visitors in Step 3 with the Conversion Percentage in Step 4. Be sure to express the value in Step 4 as a percentage (i.e. 14.6% is 0.146).</p> <p>Enter the number of estimated new monthly clients/customers in the cells to the right, rounding up to the nearest person.</p>	0	11
6	<p>What is the average amount of money spent by a new customer/client (Most businesses market a variety of products/services but are able to estimate an average transaction size for their typical customer)?</p> <p>If you don't know the average transaction size, use the cost of your most popular purchase.</p> <p>Enter the dollar amount of your average transaction size in the cells to the right.</p>	\$5,000	\$5,000



## 1<sup>st</sup> Page Organic Value (continued)

Step	Description	Others	
<b>Revenue Multiplier Options</b>			
<b>7</b>	<p>Multiply the Estimated New Monthly Clients/Customers in Step 5 with the Average Transaction Size in Step 6 to calculate the Estimated Monthly Revenue for 1<sup>st</sup> page ranking.</p> <p>Enter the dollar amount of your estimated increase in monthly revenue for 1<sup>st</sup> page search engine ranking in the cell to the right.</p>	<b>\$0</b>	<b>\$55,000</b>
 <b>Revenue Difference</b>		<b>Cannot Be Calculated!</b>	
<b>Return on Investment</b>		<b>Negative!</b>	<b>2,122%</b>

## Summary

1. The ultimate measure of success is the RETURN you receive on your monthly marketing investment.
2. Traffic to a web site that's not optimized to convert that traffic into revenue WASTES your monthly marketing dollars.
3. Selecting the key words that can be monetized with minimal competition grows revenue quickly.
4. The Intercept Marketing<sup>SM</sup> SEO Guarantee protects your investment and provides peace of mind.



# Common Website Mistakes

---

Did your web designer miss the mark? Unfortunately most forget the website they're creating has one purpose - to solve your needs. They give creativity priority over practicality, usability and conversion. Here's how your website scored against our most common website mistakes.

## Your Website Scored: 17%

### 1. Mobile Friendliness

#### i. The Importance of Having a Mobile Friendly Website

In 1997, there were approximately 1 million websites, and 10 years later, there were 150 million. In 2014, there were over 1 BILLION websites<sup>9</sup>. It is clear that mobile friendly websites are going to increase exponentially in the years to come. The internet started on the PC but with more than 7<sup>10</sup> billion mobile phones being used worldwide, we are soon approaching a time when many people's first internet experience will be through a mobile device. These rapid changes have left the business world with no choice other than to adapt to them. With mobile devices taking over the place of the PC, not having a mobile friendly website is like committing business suicide.

People want information and services, and they want them fast. With the advancement in technology, it is possible for you to access this information and the services through your cell phones. Those **companies that have not yet adapted to mobile may miss this opportunity to attract customers**. It has become very important for companies to be able to cater to their customers over mobile phones. A mobile is the most personal form of communication and is becoming a powerful one as well. If you can capture a customer on their mobile, then you have them on all other platforms as well.

---

<sup>9</sup> NetCraft – 2014

<sup>10</sup> GSMA Intelligence – Oct, 2014



## Common Website Mistakes (continued)

---

### ii. Why You Should Have a Mobile Friendly Site

**Rise of the Smart Phones:** [Smart phones](#) have become affordable over the past few years. Almost everyone is looking to buy one. These devices are excellent for hand held browsing. Since the sale of smart phones is increasing, it only makes sense for companies to have a site that can be easily browsed through on these devices.

**Popularity of Mobile Internet:** According to studies, about 40% of the people who have a mobile phone use it for going online, and half of them will go online at least once every day. This presents a huge opportunity for a business.

**Inexpensive Option:** Because mobile screens are a lot different from computer screens, the site design has to change accordingly. It is a relatively cheap process and not very time consuming either.

**Use of GPS:** GPS is a very useful technology. It is used by many mobile users to find out necessary things or directions. They also use it to find nearby services or businesses. If there is no mobile site available for your business then you are potentially losing a customer right in your own area.

**Don't Get Beaten by Competition:** People love to browse while traveling. However, when they find that sites that they normally used at their PCs are not mobile compatible, they might end up switching to a site which provides similar services and is mobile compatible as well.

**SEO:** Having a mobile friendly website also helps in [SEO](#) as it helps improve rankings on mobile friendly search engines such as Google or Yahoo.

**Compatible with All Platforms, Unlike Mobile Apps:** The alternative to mobile friendly site is producing apps that perform similar functions. Now this can be a very tedious task. Making an app is also quite expensive and apart from that, you would have to make different apps for different platforms. Once you make these apps, they have to fight hundreds of thousands of other apps to get into the spotlight.



## Common Website Mistakes (continued)

---

**2D Bar Codes:** One great bonus that comes along with mobile friendly websites is the 2D bar code. These appear like regular bar codes, but are capable of so much more. They can be used for discounts. A customer takes a picture of the code with their cell phone and instantly has access to not only the details, but also reviews of the product before they buy it.

**Better User Experience:** Earlier, it might not have been possible to make a mobile site and give the user a good enough experience because of the low bandwidth and server speeds. However, in recent times, this has changed and you can be assured that using a good mobile site will be an enriching experience for a user.

**More organic searches are now performed on smart phones than on desktops.**<sup>11</sup> This, more than anything else, should be a clear indication for you to start working on the mobile version of your site. Apart from that, the biggest draw on the internet today are social networking websites. Many people access these websites through their mobile devices. If they come across a link to your site, they would want to view it on their mobile screens.

### iii. Things to Keep in Mind

There are numerous reasons for you to have a mobile version of your site. Mobiles are the device of choice for many people today, and you would want to be accessible to them. However, while making mobile sites, you need to keep certain things in mind. People use mobiles for browsing because they want to save time. If a site takes too long to load, then there is no point of a mobile user visiting that site. You need to keep the page size small enough so it is loaded quickly on cellular networks.

Often the problem of text size also crops up. It is not a good idea to cram the most information you can in one page. Mobile screens are small and it becomes difficult to read a lot of text. Also clicking on links becomes a difficult task. Make sure that the content of your page can be viewed easily and the site can be navigated easily as well.

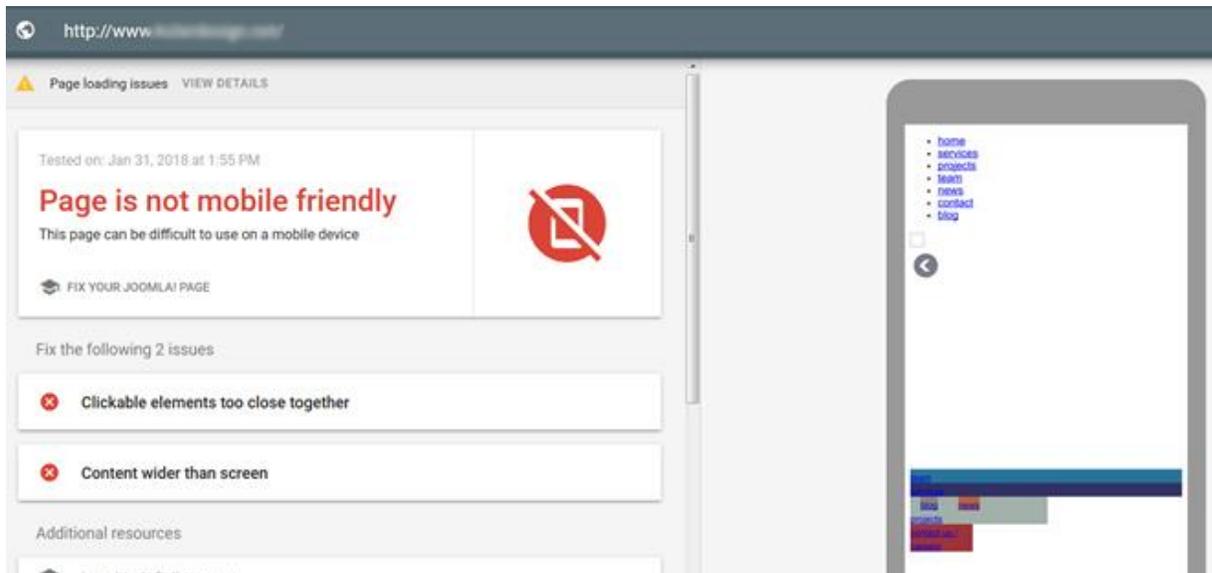
---

<sup>11</sup> Jerry Dischler, Google VP - May, 2015



## Common Website Mistakes (continued)

### iv. Google's Mobile-Friendly Test



### v. Additional Important Considerations

- 60% of all internet usage is now mobile.<sup>12</sup>
- Almost 50% of consumers who searched via mobile for a local store visited the store within 24 hours.<sup>13</sup>
- 86% of mobile Internet users are using their devices while watching TV.<sup>14</sup>

If you are not someone who is surfing the net from your mobile, you are in the minority. Most people now use a mobile phone for browsing. This means that any business that has a presence on the internet right now should make appropriate changes so that its website is mobile friendly.

([source](#) for above content)

<sup>12</sup> Techcrunch

<sup>13</sup> Woorank

<sup>14</sup> DreamScape Designs

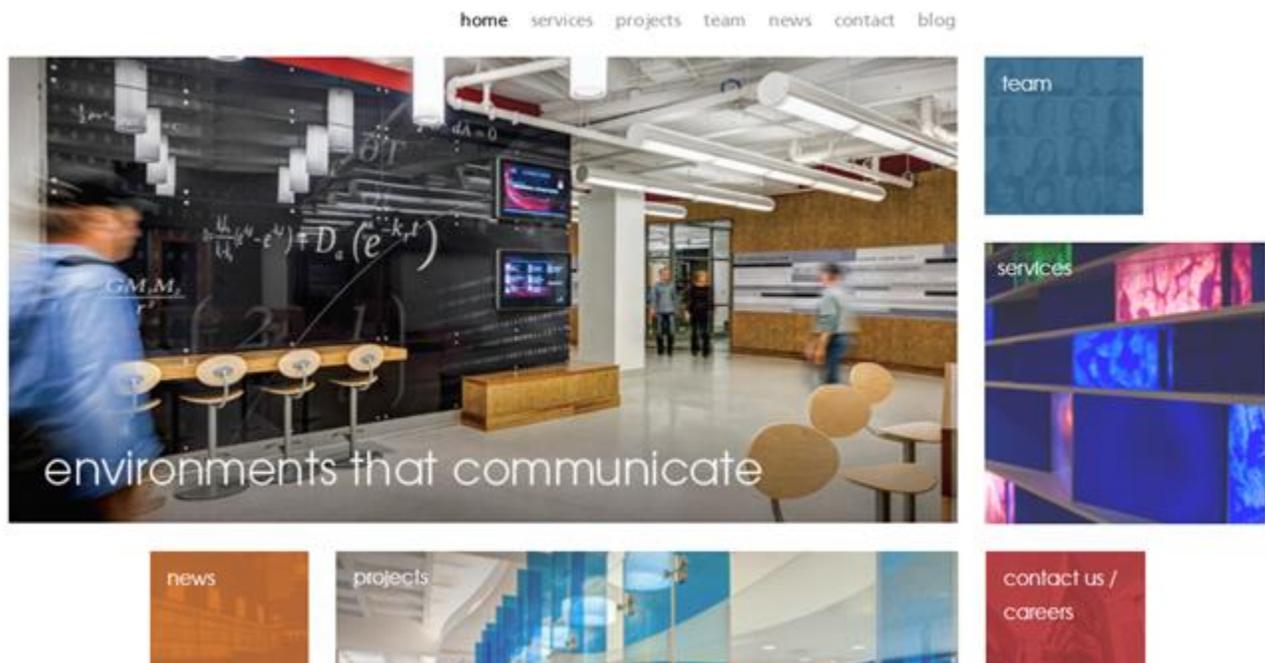


## Common Website Mistakes (continued)

### 2. Visitor Content Above the Fold (50%)

The "Above-the-Fold" content should focus on the needs and interests of your visitor. It should be obvious at a glance what your site is about.

The Above-the-Fold content suggests, by way of images, what the company is about. However, it would be good to have some verbiage that explains in a few words clearly and exactly what the company does.





## Common Website Mistakes (continued)

### 3. Navigation

Navigation should be easy to find and use. You don't want your visitor to have to "jump through hoops" to find what it is he/she is looking for.

Navigation is easy to find and use.





## Common Website Mistakes (continued)

---

### 4. Video Content

Video should be present on the home page. Google rewards "rich content" like video and images in the search results. Video is a good way to share testimonials and presents another opportunity to showcase the benefits of your offer.

*MISSING! There is NO video on the home page.*

### 5. Testimonials

There should be testimonials and/or a testimonials page with a prominent link. "Social Proof" is a strong motivator for potential clients, and will also help to quell any reservations he/she may have.

While there are testimonials at the top of some of the "Projects" pages, there is no page devoted to testimonials, and there are no testimonials visible on the home page. You want the visitor to easily see testimonials on the home page and/or a link to a testimonials page, rather than have search internal pages to find them.

### 6. Frequently Asked Question

There should be a "FAQs" page with a prominent link. A FAQs page can help address any concerns a potential client may have, and give you another opportunity to present the benefits of your offer.

*MISSING! There is NO FAQs page.*

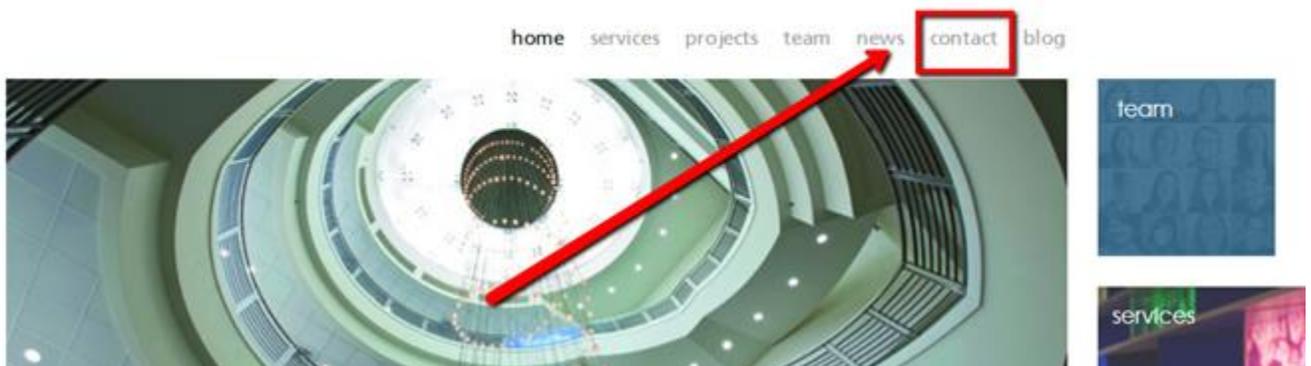


## Common Website Mistakes (continued)

### 7. Contact Location & Methods (50%)

There should be a phone number at the top right of the home page, where the visitor is most likely to see it. You want it in a very prominent location, to make it as easy as possible for potential clients to contact you. In addition, there should be a "Contact" page that includes complete contact information, including a form in which the visitor can submit his/her questions and comments.

There is a prominent link to a "Contact" page, but *there is NO phone number at the top of the home page*. There is a phone number at the bottom of the page, but it's hard to find and hard to see because of the very small font.





## Common Website Mistakes (continued)

---

### 8. Call to Action

There should be a *strong and prominent* "Call to Action" on the home page.

*MISSING! There is NO strong and prominent "Call to Action" on the home page.*

### 9. Build a List

There needs to be an opt-in form on the home page to capture the visitor's name and address for follow-up.

*MISSING! There is NO opt-in form on the home page.*

### 10. Title Tag / Meta Description

The Title Tag should focus on relevant keywords. Selecting the right words for the title tag will go a long way toward helping your website rank well in the SERPS (Search Engine Results Pages)

Most search engines will truncate titles to 70 characters. Your title tag has 4 characters. *There are no important keywords in the Title Tag.*

The Meta Description is important both for the Search Engines and for the Searcher. It presents an opportunity to help your site rank for additional relevant keywords. And since it's displayed in search results, a well written description will go a long way toward catching the eye of the searcher and getting him/her to click on the link to your website.

*MISSING! There is NO Meta Description on your site.*



## Common Website Mistakes (continued)

---

### 11. Keywords in Content

The home page should include a number of important and relevant keyword phrases that relate to your business and what you are offering.

*MISSING! There are no important keywords on the home page!*

### 12. Legal and Disclaimer Pages

Google expects every authoritative and legitimate website to include the standard "Legal Pages."

The site needs to have the legal pages (linked to in the footer) including "Disclaimer", "Privacy Policy" and "Terms of Use".

*MISSING! There are NO links to "Legal Pages" in the website footer.*

### 13. Additional Observations

*There is no verbiage on the home page!*

There needs to be some verbiage on the home page, to include important keyword phrases for the search engines, as well as visitor.



# Website Technical Score

---

An important aspect of SEO is making your website easy for both users and search engine robots to understand. Although search engines have become increasingly sophisticated, they still can't see and understand a web page the same way a human can. SEO helps the engines figure out what each page is about, and how it may be useful for users.

Getting the technical details of search engine-friendly web development correct is important, but once the basics are covered, you must also market your content. The engines by themselves have no formulas to gauge the quality of content on the web. Instead, search technology relies on the metrics of relevance and importance, and they measure those metrics by tracking what people do: what they discover, react, comment, and link to. So, you can't just build a perfect website and write great content; you also have to get that content shared and talked about.

What follows is the overview of a technical analysis of your website. The full analysis with recommendations to make the site more appealing to the search engine robots that help determine keyword page ranking is included in the Appendix.

## SEO Report for <http://www.YourWebsite.com/>

**71 / 100**

SEO SCORE

**33 / 49**

PASSED CHECKS

**14 / 49**

FAILED CHECKS

**2 / 49**

WARNINGS



## Next Steps

---

### **Jane/John,**

Thank you for your time today to share the results of our analysis and recommendations to increase revenue via targeted Search Engine Marketing (SEM). After reviewing this information with potential clients, I find they fall into one of 3 categories. Which category best describes your reaction?

1. Overwhelmed - Some don't have the time or interest in utilizing Search Engine Marketing (SEM) to grow their business.
2. Confused - Some are seeing this data for the first time or have been told by their web "guru" that they have an effective presence on the internet.
3. Excited - Some immediately see the benefit of engaging our expertise and are excited to explore the possibility of adding new clients.

Regardless of where you find yourself, overwhelmed, confused or excited, it's important to understand I'm not here to sell anything today. My role is to learn more about the goals of Your Company, LLC. No risk, no obligation and typically we're able to help potential clients redirect ineffective marketing expenses to offset most or all of the investment in SEM.

Here's a little bit about intercept marketing, llc and why we'd like to earn your business:

1. We're local and have been helping businesses get new clients for 13 years. Visit <https://interceptclients.com/what-our-clients-are-saying/> for some amazing testimonials.
2. We help clients with a wide range of services to increase revenue and decrease cost.
3. We allow clients to opt-out of our program at any time, no long term contract.
4. We GUARANTEE your results - If we don't deliver our promises by the end of the 4<sup>th</sup> month, you DON'T PAY for up to an additional 4 months.



## Next Steps (continued)

---

We specialize in helping businesses just like yours fill their client rolls. We look forward to working with you to achieve your growth and revenue goals via a long-term partnership.

Warmest Regards,

*Rick*

Rick Barron

Chief Rain Dancer

[www.InterceptClients.com](http://www.InterceptClients.com)

[Rick@InterceptClients.com](mailto:Rick@InterceptClients.com)

513-201-7891



## About Us

---

intercept marketing, llc is a Cincinnati-based marketing firm specializing in turning ordinary businesses into exceptional performers. We've been thrilling clients through the power of focusing their message on solving the problems of their prospective clients since 1999.

### What We Believe

---

1. You started your business with specific subject matter expertise and a desire to serve others.
2. You prefer to spend your time using your expertise to deliver value for your prospects and clients.
3. You started marketing your products/services by reapplying what you believed was working for successful businesses in your area.
4. Your marketing activities are in addition to the already lengthy week you work serving your clients/customers.
5. Your results from "me-too" marketing have not met your expectations.
6. You have outsourced your marketing in the past with mixed, maybe even poor results.
7. You have a unique value proposition you've been unable to successfully communicate via your marketing.
8. You don't have the time to create marketing material that captures the essence of your business.
9. You make business decisions with your gut, supported by data and guarantees.
10. You are willing to judge a new marketing provider on their merits vs. the failures of their competitors.

### How to Contact

---



[www.InterceptClients.com](http://www.InterceptClients.com)  
[contact@InterceptClients.com](mailto:contact@InterceptClients.com)



259 Northland Blvd.  
Suite A  
Cincinnati, OH 45246



See Cover Page for your  
intercept marketing, llc  
contact.



## What We Do



### Create Momentum

Enjoy significant increases in your cash flow through clarifying, focusing and leveraging markets and opportunities most business owners never knew exist.



### Website Design & Development

Eliminate the mobile only version of your current website using a responsive Wordpress theme with full admin access allowing you to change content.



### Search Engine Marketing

Intercept clients doing business with your competitors by increasing visibility in the organic search results with the peace of mind knowing your service is free if we fail to deliver our agreement.



### Google My Business

Optimization and monthly management of your Google My Business listing to dramatically increase your visibility and drive customers right to your door.



### Virtual Assistant Services

Enjoy more time to work on your business by investing in a college educated, American managed, English speaking Philippine virtual secretary to work in your business.



### Software Development

Customize your website to do just about anything you can envision or reduce overhead and expenses every month by automating tasks currently done manually.

### Even More Services

- **Social Media Management** to increase visibility and effectiveness with the search engines.
- **Adwords/PPC Management** delivering qualified prospects for a flat monthly investment.
- **Video Services** to engage prospects and clients with content they desire.



## Our Capabilities

If you're seeking a partner to contribute as a full service agency providing everything from branding to website design, that's where we excel. Don't need everything we do, that's OK too. You'll give us the opportunity to WOW you with our commitment, attention to detail and creativity. When the time is right, you're sure to request a proposal for additional services.



### Cross Media Specialists

Grow your business delivering messages via the internet, email, direct mail, print, social media, video, content marketing and more!



### Unified Solution

One vendor solution to manage your online and offline marketing, branding, printing, light administration, and software development.



### Proprietary Revenue Generating Formula

Our formula has been honed via experience to immediately ignite your growth, differentiating you from your me-too competitors.



### Big Picture Artists

We're always exploring new, strategic ideas to guide your business forward with the benefit of vision and experience from our other clients.



### Dedicated Account Rep

You'll enjoy the benefit of working with the same account coordinator responsible for delivering your new website when transitioning to support.



### Strategic Partners

When you add us you also add an extensive list of strategic partners capable of fulfilling virtually all your marketing needs.

## A Few More Capabilities

- **Improvement Specialists** - Enjoy the benefit of discoveries we make serving other clients.
- **Website Hosting** - Our private website and cloud server has uptime statistics that rival the big boys with home time commitment, support and service with off-site backup.



## Our Expert Team

One benefit of running your own company is creating titles that fit rather than those that are handed down from above. We use them to catch attention and generate discussion (it works). Our Cincinnati-based Principals are supported by a team of dedicated web, SEO, programming, creative and administrative support personnel in the Philippines meaning your investment goes farther with intercept marketing, llc.

**Benjamin Hanania**  
Chief Rain Maker



A perpetual Entrepreneur, Ben has founded 11 separate businesses in his lifetime. As an adjunct professor Ben taught ecommerce, marketing and internet courses at Cincinnati State College from 2000 through 2006. He has personally trained over 1,148 small business start-ups nationally.

As an accomplished pilot Ben enjoys soaring high, exploring the oceans as a SCUBA diver, rooting for his favorite soccer and football teams, ballroom dancing and public speaking when not relaxing with his favorite non-fiction book.

**Jim Eastman**  
Chief Meteorologist



Jim has been with the company since its founding in 1999. He leads our SEO projects, working continuously to keep up with the most recent techniques and strategies. In addition, Jim manages written content for websites, email courses, whitepapers, etc. and often does much of the writing himself.

Jim enjoys time with his wife Jeannie, and 2 adult kids, Ben and Veronica. In addition to playing jazz trombone, he also has a passion for the outdoors and enjoys running, hiking, backpacking, kayaking, and rappelling.

**Rick Barron**  
Chief Rain Dancer



Rick's passion for helping clients achieve their goals is contagious. Share some background on your business objectives and you'll see him step up and out with a flood of new ideas to help your business grow to levels you never thought possible.

Rick enjoys connecting with family and friends, traveling with his wife Anita, driving his 1968 Camaro convertible and wreck diving in the Great Lakes. He is a Distinguished Toastmaster and enjoys sharing his expertise, insights and inspirations with audiences from the platform.

# Appendix - Website Technical Analysis

## SEO Report for <http://www.YourWebsite.com/>

**71 / 100**  
SEO SCORE

**33 / 49**  
PASSED CHECKS

**14 / 49**  
FAILED CHECKS

**2 / 49**  
WARNINGS

COMMON SEO ISSUES	
<p><b>Meta Title</b></p>	<p>✓ The meta title of your page has a length of 4 characters. Most search engines will truncate meta titles to 70 characters.</p> <hr/> <p>→ home</p>
<p><b>Meta Description</b></p>	<p>✗ The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must include a meta-description tag in your page header (&lt;head&gt; section):</p> <pre data-bbox="427 1413 1522 1543">&lt;head&gt; &lt;meta name="description" content="type_your_description_here"&gt; &lt;/head&gt;</pre> <p>Note that in HTML the &lt;meta&gt; tag has no end tag but in XHTML this tag must be properly closed. Meta description can have any length but a good practice is to keep this under 160 characters (search engines generally truncate snippets longer than this value).</p>
<p><b>Google Search Results Preview</b></p>	<p>i <a href="#">home</a> <a href="http://www.YourWebsite.com">http://www.YourWebsite.com</a></p>

<p><b>Most Common Keywords Test</b></p>	<p><b>i</b> There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.</p> <hr/> <ul style="list-style-type: none"> <li>→ news - 2 times</li> <li>→ blog - 2 times</li> <li>→ team - 2 times</li> <li>→ contact - 2 times</li> <li>→ projects - 2 times</li> </ul>
<p><b>Keyword Usage</b></p>	<p><b>i</b> Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.</p> <hr/> <ul style="list-style-type: none"> <li><b>x</b> Keyword(s) not included in Title tag</li> <li><b>x</b> Keyword(s) not included in Meta-Description tag</li> </ul> <hr/> <p><b>HOW TO FIX</b></p> <p>First of all, you must make sure that your page is using the title and meta-description tags. Second, you must adjust these tags content in order to include some of the primary keywords displayed above.</p>
<p><b>Keywords Cloud</b></p>	<p><b>i</b> blog broadway careers cincinnati contact copyright design floor free home news ohio projects services team toll</p>
<p><b>Related Keywords</b></p>	<p><b>i</b> This URL is currently ranked in the top 20 organic Google listings for the search terms below:</p> <hr/> <ul style="list-style-type: none"> <li>→ your company name</li> <li>→ casino on net</li> <li>→ casino on net download</li> <li>→ hot hot penny slot machine free download</li> <li>→ only for fun</li> </ul>
<p><b>Competitor Domains</b></p>	<p><b>i</b> Some of the most relevant competitors for your domain are listed below:</p> <hr/> <ul style="list-style-type: none"> <li>→ apple.com</li> <li>→ google.com</li> <li>→ penny-slot-machines.com</li> <li>→ vegasslotsonline.com</li> <li>→ slotozilla.com</li> </ul>

<b>&lt;h1&gt; Headings Status</b>	<p> Your page does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must identify the most important topics from your page and insert those topics between <code>&lt;h1&gt;...&lt;/h1&gt;</code> tags.</p> <p><b>Example:</b></p> <pre data-bbox="427 383 1522 510">&lt;h1&gt;Important topic goes here&lt;/h1&gt; ... &lt;h1&gt;Another topic&lt;/h1&gt;</pre>
<b>&lt;h2&gt; Headings Status</b>	<p> Your page does not contain any H2 headings. H2 headings help describe the sub-topics of your webpage to search engines. While less important than good meta-titles and descriptions, H1 and H2 headings may still help define the topics of your page to search engines.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must identify the most important sub-topics from your page and insert those sub-topics between <code>&lt;h2&gt;...&lt;/h2&gt;</code> tags.</p> <p><b>Example:</b></p> <pre data-bbox="427 898 1522 1025">&lt;h2&gt;First sub-topic goes here&lt;/h2&gt; ... &lt;h2&gt;Another sub-topic&lt;/h2&gt;</pre>
<b>Robots.txt Test</b>	<p> Congratulations! Your site uses a "robots.txt" file: <a href="http://www.YourWebsite.com/robots.txt">http://www.YourWebsite.com/robots.txt</a></p>

## Sitemap Test

- ✘ Your site lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

### HOW TO FIX

In order to pass this test you must create a `sitemap.xml` file for your website. Some of the best practices are listed below:

- It is strongly recommended that you place your sitemap at the root directory of your website: **`http://yourwebsite.com/sitemap.xml`** But in some situations, you may want to produce different sitemaps for different paths on your site (e.g., security permission issues)
- Sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a **Sitemap index file**
- All URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at **`http://www.yourwebsite.com/sitemap.xml`**, it can't include URLs from **`http://subdomain.yourwebsite.com`**
- Once you have created your sitemap, let search engines know about it by submitting directly to them, pinging them, or adding the sitemap location to your **robots.txt** file
- Sitemaps can be compressed using gzip, reducing bandwidth consumption

#### sitemap.xml example:

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.yourwebsite.com</loc>
    <lastmod>2013-01-01</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.9</priority>
  </url>
  <url>
    <loc>http://www.yourwebsite.com/articles/100</loc>
    <changefreq>weekly</changefreq>
  </url>
  <url>
    <loc>http://www.yourwebsite.com/articles/101</loc>
    <lastmod>2013-01-02</lastmod>
    <changefreq>weekly</changefreq>
  </url>
  <url>
    <loc>http://www.yourwebsite.com/articles/102</loc>
    <lastmod>2013-01-02T13:00:12+00:00</lastmod>
    <priority>0.5</priority>
  </url>
</urlset>
```

## Broken Links Test

- ✔ Congratulations! We have checked 11 links on this web page and none of them are broken.

## SEO Friendly URL Test

- ✔ Congratulations! All links from your webpage are SEO friendly.

<p><b>Image Alt Test</b></p>	<p> Your webpage has <b>8</b> 'img' tags and <b>1</b> of them are missing the required 'alt' attribute.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must add an <b>alt</b> attribute to every <b>&lt;img&gt;</b> tag used into your webpage. An image with an alternate text specified is inserted using the following HTML line:</p> <pre data-bbox="427 271 1522 327">&lt;img src="image.png" alt="text_to_describe_your_image"&gt;</pre> <p>Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.</p> <p>Learn more about <a href="#">optimizing images for SEO</a>.</p>
<p><b>Inline CSS Test</b></p>	<p> Your webpage is using <b>14</b> inline CSS styles!</p> <hr/> <p><b>HOW TO FIX</b></p> <p>It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.</p> <ul style="list-style-type: none"> <li>• check the HTML code of your page and identify all style attributes</li> <li>• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute</li> </ul> <p>For example:</p> <pre data-bbox="427 936 1522 1249">&lt;!--this HTML code with inline CSS rule:--&gt; &lt;p style="color:red; font-size: 12px"&gt;some text here&lt;/p&gt;  &lt;!--would became:--&gt; &lt;p&gt;some text here&lt;/p&gt;  &lt;!--and the rule added into your CSS file:--&gt; p{color:red; font-size: 12px}</pre>
<p><b>Deprecated HTML Tags</b></p>	<p> Congratulations! Your page does not use HTML deprecated tags.</p>
<p><b>Google Analytics Test</b></p>	<p> Congratulations! Your website is using the latest version of Google Analytics.</p>
<p><b>Favicon Test</b></p>	<p> Your site either doesn't have a favicon or this has not been referenced correctly.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server.</p> <p>Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:</p> <pre data-bbox="427 1877 1474 1951">&lt;head&gt; &lt;link rel="icon" type="image/x-icon" href="url_to_my_favicon" /&gt; &lt;title&gt;My Title&lt;/title&gt; &lt;/head&gt;</pre> <p>In the example above the "url_to_my_favicon" refers to the actual location of your favicon file.</p>

<b>Backlinks Checker</b>	<p> Your domain has <b>268 total backlinks</b> from <b>42 referring domains</b>. Some most recently found backlinks for your domain are listed below:</p> <hr/> <ul style="list-style-type: none"> <li>→ Checked on Jan 18, 2018: <a href="http://www.cincyctic.com/tag/fashion-design#">http://www.cincyctic.com/tag/fashion-design#</a></li> <li>→ Checked on Jan 17, 2018: <a href="https://www.cincyctic.com/c...lly-designs#">https://www.cincyctic.com/c...lly-designs#</a></li> <li>→ Checked on Jan 17, 2018: <a href="http://www.soapboxmedia.com...9ae0-ccb493c29e8e&amp;year=2008">http://www.soapboxmedia.com...9ae0-ccb493c29e8e&amp;year=2008</a></li> <li>→ Checked on Jan 17, 2018: <a href="https://www.cincinnati...-childrens-visitors-garage/">https://www.cincinnati...-childrens-visitors-garage/</a></li> <li>→ Checked on Jan 17, 2018: <a href="https://www.cincinnati...es/contemporary-art-center/">https://www.cincinnati...es/contemporary-art-center/</a></li> </ul>
<b>JS Error Checker</b>	<p> Congratulations! There are no severe JavaScript errors on your web page.</p>
<b>Social Media Check</b>	<p> Congratulations! Your website is connected successfully with social media using: <a href="#">Facebook</a>; <a href="#">Twitter</a>;</p>

SPEED OPTIMIZATIONS	
<b>HTML Page Size Test</b>	<p> Congratulations! The size of your web page's HTML is 3.24 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.</p>
<b>HTML Compression/GZIP Test</b>	<p> Congratulations! Your page is successfully compressed using <b>gzip compression</b> on your code. Your HTML is compressed from <b>13.81 Kb to 3.24 Kb (77 % size savings)</b>. This helps ensure a faster loading web page and improved user experience.</p>
<b>Site Loading Speed Test</b>	<p> Your site loading time is around <b>1.99 seconds</b> and this is under the average loading speed which is <b>5 seconds</b>.</p>
<b>Page Objects</b>	<p> Your page has more than 20 http requests, which can slow down page loading. You can try <a href="#">reducing http requests through various methods</a> such as using text instead of images, using css sprites, <a href="#">using data URIs instead of images</a>, or combining several external files together into one.</p> <hr/> <p>HTML Pages: 1; CSS Files: 8; Scripts: 18; Images: 22; Flash Files: 0;</p>
<b>Page Cache Test (Server Side Caching)</b>	<p> Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> helps speed page loading times as well as reduces server load.</p>
<b>Flash Test</b>	<p> 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.</p>
<b>Image Expires Tag Test</b>	<p> Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.</p>

<p><b>JS Minification Test</b></p>	<p> Some of your website's JavaScript files are not minified!</p> <hr/> <ul style="list-style-type: none"> <li>→ <a href="http://www.yourwebsite.com/components/com_rsform/assets/js/script.js">http://www.yourwebsite.com/components/com_rsform/assets/js/script.js</a></li> <li>→ <a href="http://www.yourwebsite.com/modules/mod_djimageslider/assets/powertools-1.2.0.js">http://www.yourwebsite.com/modules/mod_djimageslider/assets/powertools-1.2.0.js</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/new/js/jquery-1.2.1.js">http://www.yourwebsite.com/templates/new/js/jquery-1.2.1.js</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/new/script.js">http://www.yourwebsite.com/templates/new/script.js</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/new/script.responsive.js">http://www.yourwebsite.com/templates/new/script.responsive.js</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/new/js/jquery.dimensions.js">http://www.yourwebsite.com/templates/new/js/jquery.dimensions.js</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/new/js/jquery.accordion.js">http://www.yourwebsite.com/templates/new/js/jquery.accordion.js</a></li> </ul> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must minify all of your external JavaScript files. For this task you can use an online JS minifier like <a href="#">YUI Compressor</a>, <a href="#">Closure Compiler</a> or <a href="#">JSMIn</a>.</p>
<p><b>CSS Minification Test</b></p>	<p> Some of your website's CSS files are not minified!</p> <hr/> <ul style="list-style-type: none"> <li>→ <a href="http://www.yourwebsite.com/components/com_rsform/assets/calendar/calendar.css">http://www.yourwebsite.com/components/com_rsform/assets/calendar/calendar.css</a></li> <li>→ <a href="http://www.yourwebsite.com/components/com_rsform/assets/css/front.css">http://www.yourwebsite.com/components/com_rsform/assets/css/front.css</a></li> <li>→ <a href="http://www.yourwebsite.com/modules/mod_djimageslider/assets/style.css">http://www.yourwebsite.com/modules/mod_djimageslider/assets/style.css</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/system/css/system.css">http://www.yourwebsite.com/templates/system/css/system.css</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/system/css/general.css">http://www.yourwebsite.com/templates/system/css/general.css</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/new/css/template.css">http://www.yourwebsite.com/templates/new/css/template.css</a></li> <li>→ <a href="http://www.yourwebsite.com/templates/new/css/template.responsive.css">http://www.yourwebsite.com/templates/new/css/template.responsive.css</a></li> <li>→ <a href="http://www.yourwebsite.com/media/system/css/system.css">http://www.yourwebsite.com/media/system/css/system.css</a></li> </ul> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must minify all of your external CSS files. For this task you can use an online CSS minifier like <a href="#">YUI Compressor</a> or <a href="#">cssmin.js</a>.</p>
<p><b>Nested Tables Test</b></p>	<p> Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.</p>
<p><b>Frameset Test</b></p>	<p> Congratulations! Your webpage does not use frames.</p>
<p><b>Doctype Test</b></p>	<p> Congratulations! Your website has a doctype declaration:</p> <hr/> <p>→ <code>&lt;!DOCTYPE html&gt;</code></p>
<p><b>URL Redirects Checker</b></p>	<p> Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).</p>

SERVER AND SECURITY

<p><b>URL Canonicalization Test</b></p>	<p> <a href="http://www.yourwebsite.com">http://www.yourwebsite.com</a> and <a href="http://yourwebsite.com">http://yourwebsite.com</a> should resolve to the same URL, but currently do not.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>In order to pass this test you must consider using a 301 re-write rule in your <b>.htaccess</b> file so that both addresses (<b>http://example.com</b> and <b>http://www.example.com</b>) resolve to the same URL.</p> <p>- If you want to redirect <b>http://www.example.com</b> to <b>http://example.com</b>, you can use this:</p> <pre style="background-color: #f9f9f9; padding: 5px;">RewriteCond %{HTTP_HOST} ^www\.example\.com\$ RewriteRule ^/?\$ "http://example.com/" [R=301,L]</pre> <p>- If you want to redirect <b>http://example.com</b> to <b>http://www.example.com</b>, you can use this:</p> <pre style="background-color: #f9f9f9; padding: 5px;">RewriteCond %{HTTP_HOST} !^www\.example\.com\$ [NC] RewriteRule ^(.*)\$ http://www.example.com/\$1 [L,R=301]</pre> <p>Note that you must put the above lines somewhere after <b>RewriteEngine On</b> line.</p>
<p><b>HTTPS Test</b></p>	<p> Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that <a href="#">switching to https is an increasingly good idea and may help improve rankings</a>. Note: if your site relies primarily on adsense income, be aware that <a href="#">using https may be detrimental to ad earnings</a>.</p> <hr/> <p><b>HOW TO FIX</b></p> <p>If your website needs a secured authentication or an encrypted transfer of data, you need to install an SSL certificate in order to provide a secure connection over HTTPS protocol. <a href="#">HERE</a> is a "step by step" guide to purchase and install an SSL certificate.</p>
<p><b>Safe Browsing Test</b></p>	<p> This site is not currently listed as suspicious (no malware or phishing activity found).</p>
<p><b>Server Signature Test</b></p>	<p> Congratulations, your server signature is off.</p>
<p><b>Directory Browsing Test</b></p>	<p> Congratulations! Your server has disabled directory browsing.</p>
<p><b>Plaintext Emails Test</b></p>	<p> Congratulations! Your webpage does not include email addresses in plaintext.</p>

MOBILE USABILITY

<p><b>Media Query Responsive Test</b></p>	<p> Congratulations, your website uses media query technique, which is the base for responsive design functionalities.</p>
---	---

## Mobile Snapshot



## ADVANCED SEO

### Microdata Schema Test

✘ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for [getting started with microdata](#).

#### HOW TO FIX

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.com</a>
</div>
```

### Noindex 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.yourwebsite.com> 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.

→ `<link href="http://www.yourwebsite.com/" rel="canonical" />`

<b>Nofollow Checker</b>	 Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
<b>Disallow Directive Checker</b>	 Your robots.txt file is using the disallow directive but it's empty. This means that the whole website can be crawled by search engines.
<b>SPF records checker</b>	 Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records <a href="#">here</a> . <hr/> <b>HOW TO FIX</b> An <b>SPF record</b> is a type of <b>Domain Name Service (DNS)</b> record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information <a href="#">here</a> .  Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.  <b>Example:</b> Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorized. You can use an SPF record like this:  <pre>v=spf1 include:_spf.google.com -all</pre> " <b>v=spf1</b> " - This sets the SPF version " <b>include:_spf.google.com</b> " - This includes Google mail servers in your list of authorized sending servers " <b>-all</b> " - This means that any server not previously listed is not authorized  If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:  <pre>v=spf1 mx -all</pre> <b>Note:</b> Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.



# SEARCH ENGINE MARKETING ANALYSIS & ACTION STEPS



**intercept marketing, llc**

259 Northland Blvd., Suite A  
Cincinnati, OH 45246

Phone: 513-828-6200

Fax: 815-717-7579

Email: [contact@InterceptClients.com](mailto:contact@InterceptClients.com)

[www.InterceptClients.com](http://www.InterceptClients.com)