



ANALYSIS & PROPOSAL FOR



ANALYSIS OF YOUR WEBSITE

PURPOSE

A website serves one primary purpose, to generate business. In order to do that, a website must accomplish two specific things:

- 1) **BE FOUND BY SEARCH ENGINES** - To be found the by search engines, the website must be coded according to industry best standards, contain appropriate content, and engage human visitors. Search engines will read your website code, use complex algorithms to determine where your website should rank, and then monitor and gauge human behavior on your website to validate what it believes (it's algorithm).

One example of this is how long a human stays on a website after arriving at it. If many humans continue to leave the website right away, the search engines will assume the website's user experience is poor OR the content is not relevant to the search terms they typed in. On the other hand, if humans stay on the website longer and engage with it, search engines assume it is high quality and relevant. Search engines "make their living" by showing the most relevant content for the search terms people type in. So, good sites with positive human behavior get rewarded, and bad sites with negative human behavior get penalized.

This is why your website must be expertly designed for people and coded for search engines.

- 2) **CONVERT VISITORS INTO PAYING CUSTOMERS** - According to Entrepreneur Magazine, up to 83% of consumers visit a company's website before making a spending decision. Your website is the final destination for most online and offline marketing efforts. Furthermore, a website is often the first impression made upon a potential client; so, it must be engaging, concisely informative, visually appealing, and with strong calls-to-action in order to convert a visitor into a customer.

TECHNICAL ASSESSMENT

There are many things your website is doing well; however, the areas below should be improved if SEO (Search Engine Optimization) is a point of concern. Your web developer should be able to correct most of these with relative ease.

- 1) **PAGE LOAD SPEED** - The page load speed not only affects the user experience, but Google has specifically declared that it would penalize a website ranking based on page load [speed](#), user experience, and [mobile friendliness](#) (you can click on any words to see Google's official declarations). Your overall speed and user experience for mobile devices could be improved in Google's eyes. **The scores below are provided by Google**, and a link to official page is included so you can verify it.

- a) Desktop Speed Score - 99 out of 100 ([according to Google Page Speed Insights \(link\)](#))
- b) Mobile Speed Score - 87 out of 100 ([according to Google Page Speed Insights \(link\)](#))

- 2) **EXTREME NUMBER OF WEBSITES ON SAME SERVER & IP** - There are **1000000** other websites hosted on this server. This is not a good thing. It is recommended to have a dedicated server for the website to get better results. The server is shared with many other websites. This might be a problem for the website. There is a link to the server information. [View the server information](#)

- 3) **NO 404 ERROR PAGE** - Your website has 100% of 404 errors. This is not a good thing. It is recommended to have a 404 error page. The 404 error page is a page that is shown when a user enters a URL that does not exist. It is recommended to have a 404 error page. [View the 404 error page](#)



- 4) **SERVER SIGNATURE ENABLED** - Your server signature (HTTP/1.1 200 OK, Apache/2.4.18 (Ubuntu)) is enabled, providing information to both advantage. Therefore, it is recommended to disable it when possible. (tested by internal script)
- 5) **MANY W3C ERRORS** - An HTML document must be valid to be fully compatible and readable by browsers and robots, yours has **81** errors. (verified by official W3C Validator ([link](#)))
- 6) **TEXT TO CODE RATIO IS TOO LOW** - Only **0.64%** of your page content is text. The text/code ratio is used to determine the quality of a page. The higher the ratio is, the more important the content will be. Acceptable ranges are between 25% - 75%. ([verification link](#))
- 7) **NO 404 PAGE** - 404 error pages are displayed when the page you are trying to open cannot be found for a variety of reasons. If someone visits a page on your website that doesn't exist, they should be redirected to the home page or a 404 page that provides them useful information. While your site technically has a 404 page, it does not provide helpful information or link back to the homepage. (verified by broken link test)
- 8) **MISSING HTML DOCTYPE IS MISSING** - A declaration must exist to inform which version of HTML the content of your website is written in. It is especially important if you are creating content that you want your website visitors to consume, such as long articles and featured articles. Even if your code may work and display, having the right code is needed for being by the search engines. (verified by view source)
- 9) **HTTP RESPONSE IS MISSING** - The response indicates how your website should display on mobile devices. The response code page is 200 (OK) is missing. (verified by view source)
- 10) **NO DOCTYPE** - The DOCTYPE declaration tells the web browser about what version of HTML the page is written in. It is a good practice to always use the DOCTYPE declaration in the HTML documents, so that the browser knows what type of document is being. (verified by view source)
- 11) **MISSING A META/HTML/HTTP TAG** - The meta-robots tag allows Google to display or exclude from your search engine page. It is used to only indexed website as a website with no "index" as a meta-tag in the search engine results page. (verified by view source)
- 12) **IMAGE ALT TAGS MISSING** - Alternative text (the alt attribute) is missing for 7 of 9 images we found on your website. Search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description to each image. They are also used by screen readers to help provide some context for the visually impaired. (verified by 'view source')
- 13) **NO KEYWORDS** - There are no meta keywords defined for any of your website's pages. (verified by 'view source')
- 14) **LINKED CSS FILES (2)** - When possible, it is recommended to combine your CSS files in one single file (or close) to lower the number of HTTP requests. (verified by 'view source')
- 15) **TOO MANY SCRIPTS IN THE FOOTER** - You have 3 scripts in the footer of your website. This can negatively impact the loading time of your site and it creates significant loading complications. This is often an indicator of having too many scripts that load for your website, which can cause a variety of problems, such as website crashes, poor website performance, and security issues. (verified by view source)
- 16) **MISSING DOCTYPE, LACKING DOCTYPE IS MISSING** - The DOCTYPE declaration tells the web browser about what version of HTML the page is written in. It is a good practice to always use the DOCTYPE declaration in the HTML documents, so that the browser knows what type of document is being. (verified by view source)
- 17) **MISSING DOCTYPE** - The DOCTYPE declaration tells the web browser about what version of HTML the page is written in. It is a good practice to always use the DOCTYPE declaration in the HTML documents, so that the browser knows what type of document is being. (verified by view source)



- 18) **HEADINGS NOT OPTIMIZED** - Use SEO-friendly header tags (<H1> to <H6>) with keywords in the headings, with H1 being the most important. These headings help indicate and rank the important topics of your page to search engines. Your website is only using one H1 tag. ([verified by 'view source'](#))

NON-TECHNICAL ASSESSMENT

The following areas do not require any coding or technical knowledge to correct. Instead, they pertain to the marketing and web design best practices to improve user experience and conversion optimization (the number of website visitors that convert into customers instead of abandoning the site).

- 1) **NO BLOG** - You do not have a blog that is regularly updated to educate your website visitors and show your expertise in your field. Additionally, writing a blog can also help you get more search engine traffic (see the content marketing section for details).
- 2) **16PX FONT SIZE** - More than 95% of your website contains font sizes of 16px, which is the industry standard *minimum* recommended font-size for comfortable reading on a website; 18px is statistically considered the consumer-preferred font size.
- 3) **MISSING ALT TAGS** - Your website needs a set of unique and relevant words to define images, icons and information to your users. Not only does this help visually impaired users, but the text provides an important SEO benefit.
- 4) **NOT ADDRESSING PAIN POINTS** - Every industry has negative biases and reasons why people hesitate, dislike, or refrain from engaging with a business or industry. Common pain points include price-to-value perception, overwhelming or confusing processes, lack of industry trust, and so on. It is important to first understand all the reasons someone may not engage with your business; then mitigate, dispel, and/or address them in business practices and in all of your messaging.
- 5) **MISSING KEYWORD CONTENT** - A good way to help your website visitors understand your business is to include a few keyword phrases. Your website should prominently display your competitive advantages and address your potential customers' pain points. This should include questions like "Why your brand's different from others" and "What you can do to help your customers' needs or wants".
- 6) **LACK OF FAQ** - One the most effective ways of helping your website visitor is to include FAQ (Frequently Asked Questions) content. FAQs facilitate the decision-making process while demonstrating expertise and allow you to address specific pain points or concerns that the visitor may have.
- 7) **VACANT OR NEAR-VACANT PAGES** - Pages such as those listed below are blank or contain no more than single-line statements with less than twenty words. These types of pages may frustrate visitors and typically fail to provide sufficient information to answer the questions or concerns of the visitors.
 - 1) [http://www.1000flowers.com/flowers/flowers.html](#)
 - 2) [http://www.1000flowers.com/flowers/flowers.html](#)
 - 3) [http://www.1000flowers.com/flowers/flowers.html](#)
 - 4) [http://www.1000flowers.com/flowers/flowers.html](#)
 - 5) [http://www.1000flowers.com/flowers/flowers.html](#)
 - 6) [http://www.1000flowers.com/flowers/flowers.html](#)
 - 7) [http://www.1000flowers.com/flowers/flowers.html](#)
- 8) **UNVETTED TESTIMONIALS** - Testimonials on a website are often believed to be fabricated *unless otherwise vetted*, such as is the case when they are written in Google or Facebook. For this reason, it is more effective to provide consumers with an easily accessible third-party review such as reviews embedded from the most statistically trusted sources: Google and Facebook.



- 9) **INCORRECTLY LINKED** - [See: https://www.offshoreinvestments.com/overseas-investing](#). Each of the subpages has a valid no action button in "What You Won't" all except for the one I actually link to the top of the page.
- 10) **MEDIA DOESN'T SUPPORT MESSAGING** - The following images on your website may create more confusion than clarity. Images should support the accompanying content to reinforce the message and/or visually enhance content.
- a) [See: https://www.offshoreinvestments.com/overseas-investing](#). Although your page includes text, the picture there is not text in support of the message or service page where your website visitors will likely spend most of their time browsing. In addition, your "off" trading (offshore) is "off" priority when it's about your "off" given most of a customer service site that is about a service site. The picture there is only understood if a website visitor chooses to visit your "off" page and learn of your connection to the "off". To be in the picture there on the homepage, your "Why us" section on the homepage should describe your connection to the "off" and use that connection as a "off" concept selling "Proportionally" helping "off" services when the best type of insurance for their things.
 - b) [See: https://www.offshoreinvestments.com/overseas-investing](#). The image is cut off on your homepage and is unclear what it is about the image is supposed to be or what the text is attempting to show.
 - c) [See: https://www.offshoreinvestments.com/overseas-investing](#). This area should be replaced with the most popular version you are permitted with and an "off" service to either the professional organizations that you are a member of. While these organizations can be used to build trust in your company and can be displayed with your "off" information, they don't seem as beneficial to your website visitors.

SUMMARY - It does not matter how much money is spent on marketing if the website fails to convert them into clients (called "conversion"). The process of increasing conversion rates is a function of website optimization, whereby an analysis of a website's design, layout, navigation, content, and targeting are optimized to improve user experience, calls-to-action, and ultimately increased sales. An increase in conversion as small as 1% can increase sales by as 40% in the average website (world-wide average conversion is 2.43%). There is not a more effective way to increase sales from your digital presence and increase the return on marketing investment than to increase your conversion rate.

SOLUTION - If your budget is tight, provide the best advice to your current web person or team and use it as a resource to correct your website to the best of their ability. However, considering the volume of technical and non-technical issues on your website, you should strongly consider rebuilding your website to ensure it is built correctly both from a coding and a marketing standpoint.

When we build a website, it is coded to the same standards and built from a coding perspective to easily adapt to future changes. From a marketing perspective, we build persuasive websites by understanding first who is visiting your website and why they are there. One of the biggest website conversion issue companies face is delivering the wrong information to the wrong visitors. We will create content that answers the visitors' questions, targeted to the correct audience, and deliver the content in the best medium.

In an early commercial industry, where so many companies provide the same products or services, we help you define your competitive advantage in terms of how and valuable benefits your visitors can understand. We will target the content so that within the first 3 seconds of visiting your website, your prospective client knows the competitive difference of using your company. This is how we capture people's interest and qualify on their needs. The additional effort to contact you or read further and collect information.



WEBSITE PROPOSAL

Below is complete list of everything included and we encourage you to shop us around; we're confident you won't find a more complete solution for a better price!

CONTENT, MAINTENANCE, AND USER EXPERIENCE

- 100% completion within 30 business days of receiving all required files and documents.
- All content is written for you to convey competitive advantages, demonstrate value, provide visitors easy-to-find and concise decision facilitating information, and to increase calls to action such as calling or filling out a form.
- All services & product descriptions are written for you.
- Any photos and videos your website may need to be effective is included. Either we buy stock image licenses, use a third party, or upload them ourselves.
- Writing articles are included to help you strengthen your content marketing and help your search engine efforts.
- Brand name research plus a list of intelligent tags, business card, email/newsletter, and domain.
- If applicable, will embed your Google reviews on your website to enhance trust & credibility.
- Mobile friendly, responsive design and content optimized for the mobile experience.
- Advanced visual effects such as parallax scrolling and interactive content.

OPTIMIZED CALL TO ACTION

- Separate forms at multiple locations on the website for better conversion tracking.
- Every contact form filed is stored in your website's database for internal purposes.
- Contact form sent to you via email you also receive an instant text message notification.
- Custom written auto response emails that are sent to anyone that fills out a contact form.
- Spam protection system for all contact forms.
- Mobile friendly prices to call phone numbers.

THE BEST SEO & SOCIAL MEDIA READY WEBSITE POSSIBLE

- All content is setup in accordance with the latest website publishing standards, including Google self-disclosed mobile pages & Facebook instant articles with canonical tags.
- All photos and videos are optimized for the web, file name, and meta tags for SEO & accessibility.
- All pages optimized for meta title & description, text to code ratio, internal/external linking, and proper index.
- Complete 2016 schema data created so search engines can easily display rich snippets for your business name, address, phone number, and social media accounts to show up in your Google Business listing.
- Social media optimized for sharing using Facebook's Open Graph Protocol.
- Capture & 301 redirect all old links to preserve previous SEO efforts and redirect anyone with an old link.
- Integration and setup of Google Analytics and Google & Bing webmaster tools.
- SSL, images created for better indexing.
- Headers and content optimization.
- 31 and 126 modification & Page caching for page load speed.

OPTIONAL AND INCLUDED ON WEBSITE, BUT NOT INCLUDED

- Reputation management software to increase positive reviews and decrease potential negative reviews.
- Tracking and/or e-commerce system to accept online and recurring payments for services and product sales.
- Customer relationship management (CRM) system and/or customer login for file access.
- Social media integrated or stand alone photo and/or video gallery.
- Event calendar and/or appointment scheduling interface to facilitate all customer management.

STANDARD OFFERING

\$2995.00 if you \$1,000.000 upfront & 10% upon completion

\$60,000.00 if you \$100k down and 10% per month (big cost balance decreases 2% per month)



SEARCH ENGINE OPTIMIZATION (SEO)

OVERVIEW - SEO is the term given to the process of helping the search engines (like Google, Bing, and Yahoo!) figure out what your website is about, and how relevant it is to the search terms (called "keywords") entered by users. There are more than 200 factors that play into how the search engines decide that one website is more or less relevant than others. While many of the factors used in the search engines' ranking algorithms are not disclosed, there's a wealth of verified publications discussing the known factors. Two of the biggest areas of concentration are called *on-site* optimization and *off-site* optimization.

On-site optimization refers to the coding, meta data, and content that make up your website. Once on-site optimization is completed, it rarely needs any changing depending on the strategy applied.

Off-site optimization refers to the ongoing creation of content throughout the internet that creates organic traffic and links to your website (called "backlinks"). Every link and piece of content is like a vote cast for your website, telling the search engines that your site is more popular, trustworthy, and relevant than other websites. There are many ways links are built, such as guest blogging, directory listings, post commenting, article writing, media syndication, etc.

Success in search engines is greatly dependent upon the geographical reach desired, the keywords pursued, and the amount of activity & effort that, compared to your competitors, you put into content marketing, social media. Like a race, if you are the only one running, you are guaranteed first place without any effort. However, the more competitors you have participating in the race, the harder you will have to work at achieving first place.

ASSESSMENT - According to our software, your company does not currently show up in the first page of Google, Bing, or Yahoo! for 3 major search engines for most of your primary keywords. This means that your website is missing out on 90% of potential opportunities that arise from search traffic, a substantial loss.

SOLUTION - After analyzing keyword volume, keyword competitiveness, and an analysis of competitor activity, we believe that the following 10 keywords have the highest volume and ability for a high SEO search engine optimization strategy. Based on conversion and pricing, the keywords below represent the words and phrases that will attract the most traffic, which we expect to be getting your website to page one of Google or Bing with on-site and off-site SEO activities.

#	KEYWORDS	VOL	DIF	#	KEYWORDS	VOL	DIF
1	Car Insurance	1000	High	6	Car Insurance Quotes	1000	High
2	Cheap Car Insurance	1000	High	7	Motorcycle Insurance Quotes	100	High
3	Auto Insurance	1000	High	8	Cheap Car Insurance Quotes	100	High
4	Motor Insurance	1000	Medium	9	Auto Insurance Quotes	100	High
5	Car Insurance Quotes	1000	High	10	Auto Insurance Quotes	100	High
Additional Keyword Options							
1 Keyword \$120 2 Keywords \$200 3 Keywords \$270 4 Keywords \$300							
All SEO options require 20% coverage after 30							



SOCIAL MEDIA MANAGEMENT (SMM)

OVERVIEW - Social media has grown into a multi-billion dollar industry; it's nearly impossible to go out in public and not find people glued to their phones, engaging with social media. Social media has changed the world, and continues to do so, replacing the way people learn, find, and communicate with each other and with companies. For this reason, SMM works very well as stand-alone branding strategy "digital presence" builder.

SOLUTION - Our social media management services are designed to grow your brand's online presence, establish trust, and build relationships with potential customers. Using our social media management service helps increase brand, product, and service awareness while providing a great digital presence and social proof. We help you reach a new customer base by doing the following:

1. **We create unique content for your business** - Content creation consists of the creation of posts that go out on your social media channels. We develop content that educates people about your industry, brand, services, and products. We also seek to engage their interest and inspire them to take action.
2. **We increase your followers** - There are two ways we increase fans and followers for our clients. It consists of organic approaches or paid advertising. Organically, we increase followers by spending time each day using hashtags, following lots of people in your target audiences, liking other user's posts, and much more.

MONTHLY MANAGEMENT OPTIONS

1. **Basic Plan** - 1 daily post, 7 days a week, 30 days a year (English or Spanish in any network of your choice of Facebook, Twitter, LinkedIn, or Pinterest) (\$250 / Month)
2. **Full Social Media Network** - Add any additional network of your choice (Twitter, LinkedIn, Instagram, or Pinterest). Same content as our plan (\$400 / Month)
3. **Boost** - We spend up to \$100 per month boosting the best performing posts and/or creating simple ads to boost performance of your channels. Highly recommended for pages with less than 1k followers (\$250 / Month)



CONTENT MARKETING

OVERVIEW - In the United States, one of the highest possible forms of establishing credibility is publishing a book. Being a published author instantly increases the credibility and authority of the individual. In today's digital world, we are able to accomplish the same with the publishing of digital content.

Content marketing also provides another avenue for search engine traffic for people at different stages of the buying process. For example, someone that searches for **"Business Insurance Liability Quote"** is much closer to making a buying decision than someone that searches for **"What Kind of Business Insurance Do I Need For My LLC?"**. By generating the additional content on your website, you provide additional "points of entry" to your website, besides your home page. Visitors will find an article on your website in response to their search queries, then frequently view other pages on your website, gaining exposure to your content, and moving closer to taking action.

ASSESSMENT - You are not currently leveraging content on your website or on your social media channels.

SUMMARY - Create content that establishes your credibility and increases your authority in your industry. The content should be created in simple terms that are comprehensible to your target audience and that is a format that creates engagement, provides authority, and/or attracts search engine traffic. Once content is created, it should be posted to your blog, and promoted across all social media channels and content sharing platforms. Below you will find a list of potential topics and titles that will engage your intended audience.

1. Will My Car Insurance Pay If I Am At Fault?
2. 6 Ways To Lower Your Insurance Rates
3. Common Misconceptions About Florida Homeowner's Insurance
4. Do I Have To Add My Teen Driver To My Insurance?
5. The Real Reason Behind Your High Car Insurance Rates
6. Florida Motorcycle Insurance FAQ
7. 10 Reasons To Your Company Needs Business Insurance
8. Everything You Need To Know About Boat Insurance
9. Florida RV Insurance Requirements - What You Need To Know
10. What Kind of Business Insurance Do I Need For My LLC?


RECENT ARTICLES

1 Article Per Month \$495 | 2 Articles Per Month \$595 | 4 Articles Per Month \$795



RECOMMENDATIONS

ANY SINGLE SERVICE CAN BE PURCHASED BY ITSELF. However, in order to yield the highest ROI for every dollar spent, we recommend a composite marketing strategy comprised of a new website for conversion optimization, search engine optimization (SEO), social media management (SMM), content marketing (CM). On a mid-level budget, our recommendation is:

ALL RECOMMENDED		
SEO	Search Engine Optimization - 2 keywords	\$250
SMM	Social Media Management - Daily Plan + Boost	\$200
CM	Content Marketing - 4 Articles Per Month	\$150
\$450 ONE-TIME CAMPAIGN FEE + \$550 RECURRING MONTHLY FEE		
We include costs with a new custom website and an additional homepage which we take as a month income.  We get a website package with a website development.		


If you are operating on a higher budget, or just want to be more conservative, our recommendation is to start with just one SEO keyword phrase, leaving social media, writing articles in-house.

RESTRICTED BUDGET		
SEO	Search Engine Optimization - 1 keyword	\$125
SMM	Social Media Management - Daily Plan + Boost	\$200
\$250 ONE-TIME CAMPAIGN FEE + \$275 RECURRING MONTHLY FEE		
We include costs with a new custom website and an additional homepage which we take as a month income.		

If you can only do one thing on a tight budget, that thing should be getting your website online so you can convert higher traffic from your current efforts.

VERY RESTRICTED BUDGET		
SEO	Custom Built Website (new)	\$250
\$250 ONE-TIME + \$0 RECURRING MONTHLY FEE		

If you are operating with a more permissive budget and want to be more aggressive, your best return would be found in increasing your keywords to three and increasing your managed digital advertising efforts spend to \$500.

PERMISSIVE BUDGET		
SEO	Search Engine Optimization - 4 keywords	\$500
SMM	Social Media Management - Daily Plan + Boost	\$200
CM	Content Marketing - 4 Articles Per Month	\$150
\$850 ONE-TIME CAMPAIGN FEE + \$550 RECURRING MONTHLY FEE		
We include costs with a new custom website and an additional homepage which we take as a month income.  We get a website package with a website development.		



YOU HAVE MANY CHOICES, WHY CHOOSE US?

- We are Google & Bing Certified Partners.
- We were the winners of the [2018 Business of the Year](#) by the Greater Brandon Chamber of Commerce and SCORE.
- We have been awarded the [2017 & 2018 Best Marketing Firm in Tampa Bay](#), [2017 & 2018 Best Web Developer in Tampa Bay](#), by Creative Loafing Magazine's readers' poll.
- We're the **highest rated marketing agency** in all of Tampa Bay, based on Google Reviews. (read them on Google: <https://goo.gl/SmX6gx>)
- We are a veteran-owned, American-proud, company of 14 talented specialists.

A PROPERLY BUILT WEBSITE, THAT GENERATES LEADS AND REVENUE, REQUIRES 4 DIFFERENT SKILL SETS:

1. A **marketer** to understand who is coming to your website, why they are there, and what's important to them.
2. A **graphic artist** that will layout the website so that it is easy to navigate and visually appealing.
3. A **professional writer** that writes sales copy and verbiage that answers people's questions and entices them to take action.
4. A **coder** to build the website so it works well, without bugs, without hack vulnerabilities, and with coding that is understood by Google and Bing.

HERE ARE A FEW WEBSITES TO SHOW OUR WORK:

- <http://BeaLuBooks.com/>
- <http://GoAcuSystem.com>
- <http://HurricaneGuardShutters.com>
- <http://RomanChiro.com>
- <http://YourTampaDefense.com>
- <http://CaterTampa.com>
- <http://HernandezSmithLaw.com>
- <http://LeeElam.com>
- <http://StageInStyle.com>
- <http://AffariTransportation.com>
- <http://YouHaveAPlan.com>
- <http://NordbergConstruction.com>
- <http://ComputerSolutionsTampa.com>
- <http://AmericasPreferredPayroll.com>
- <http://BluIndigoSpa.com>
- <http://StroudFennerLaw.com>

