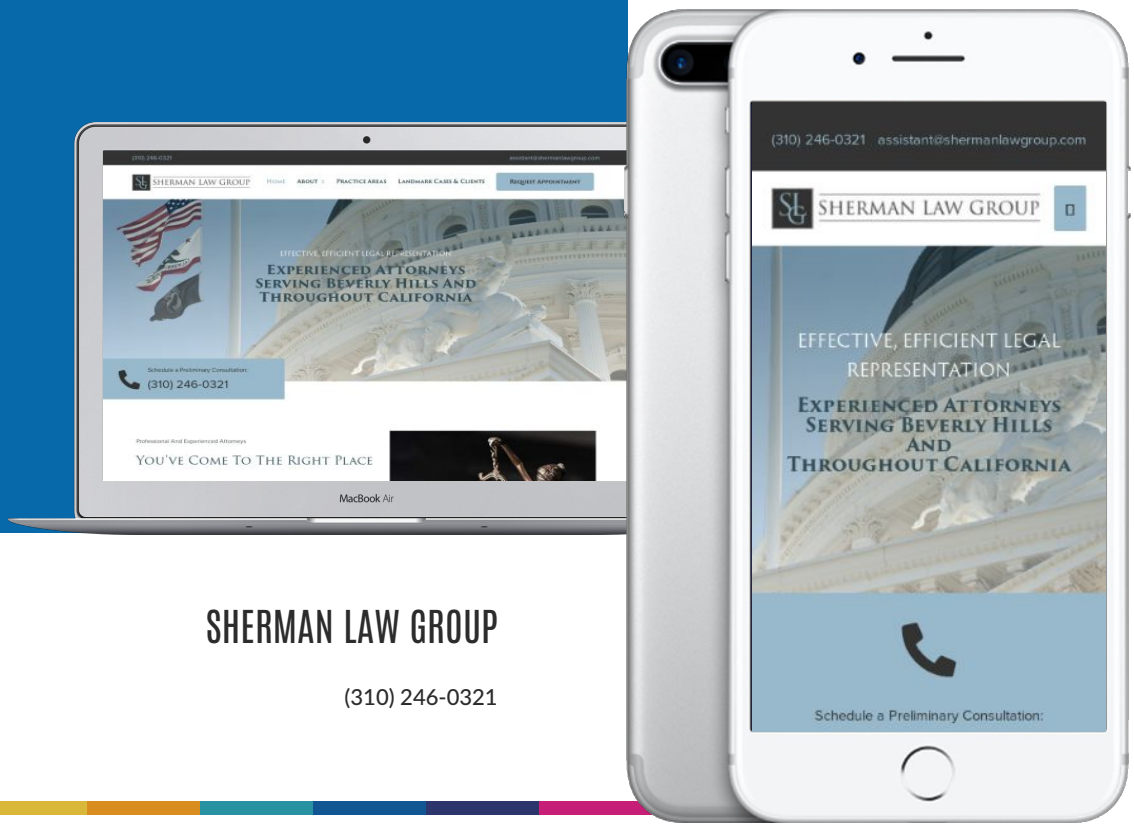
WEBSITE MARKETING AUDIT

Report Generated On
Aug, 12 2020



SHERMAN LAW GROUP

(310) 246-0321

Website Score Overview

On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

10
Out of 30

Mobile Speed Insights

Analyzes home page speed issues on mobile devices.

1.6
Out of 5

Keyword Rankings

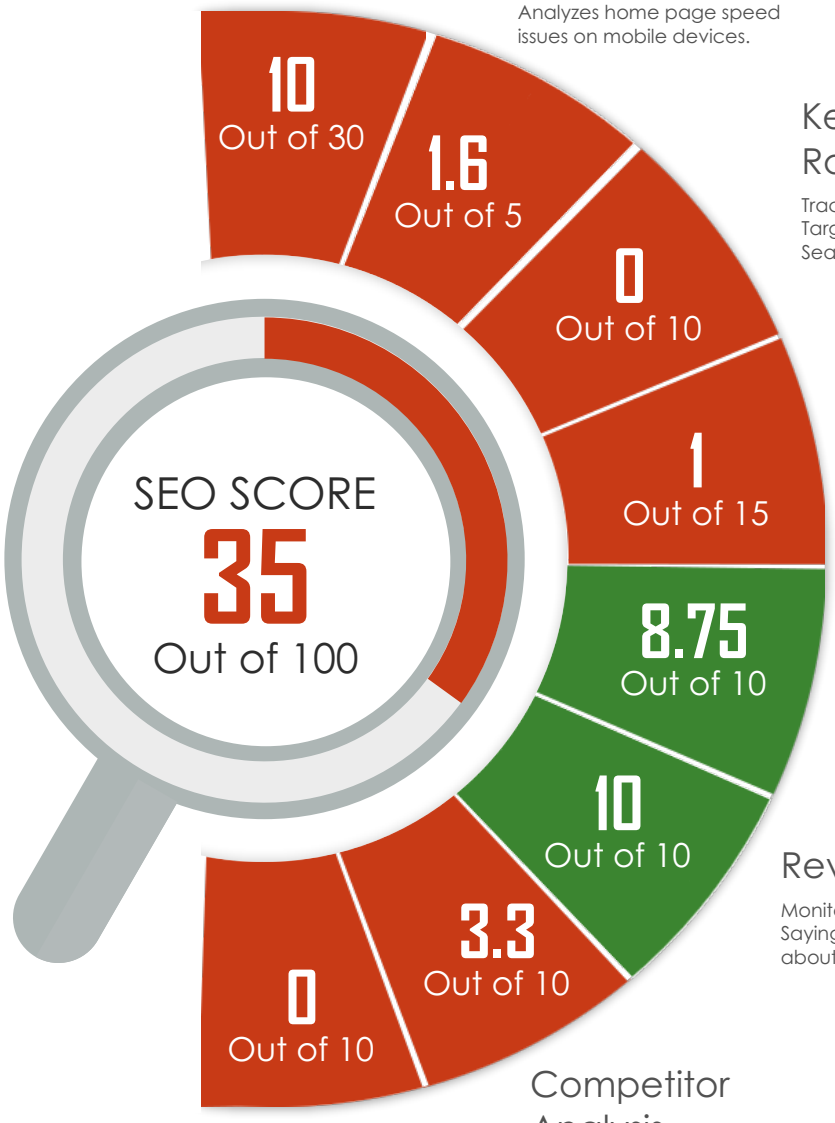
Track Performance of Targeted Keywords in Major Search Engines.

0
Out of 10

Off-Page Optimization

This section checks the strength of your domain using metrics such as Domain Age & Expiry, number of pages indexed by Google and Bing.

1
Out of 15



Visibility

Monitor 30+ Directories and Industry Review Sites for your Business.

8.75
Out of 10

Reviews

Monitor what Customers are Saying on Top Review Sites about your Business.

10
Out of 10

Competitor Analysis

Analysis of how your website compares with 3 other competitors.

3.3
Out of 10

Social

Monitor your Social Activity across Major Platforms and even Compare it with the industry average.

0
Out of 10

On-Page Optimization

4 High Priority Problems

- 4 Duplicate Title
- 15 Google Analytics Code Missing
- 0 Title Too Short
- 0 Page Title Missing or Empty
- 2 Description Missing or Empty
- 0 Schema Tags Missing
- 12 H1 Tag Missing

0 Medium Priority Problems

- 0 Slow Pages
- 0 Non SEO Friendly Urls
- 0 Title Too Long
- 0 Duplicate Meta Description
- 0 Image Alt Missing
- 0 Bad Response Code

0 Low Priority Problems

- 0 Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.

On-Page Optimization (Home Page)

Page Title

Great! Title tag detected on the home page. A well optimized Title is the most important factor to rank a website in search engines.

H1 Tag

Great! H1 tag detected on the home page. H1 is a heading tag. Search Engines consider the text in H1 tag important.

XML Sitemap

No XML sitemap detected! You're missing out on a great opportunity to submit pages of your website to search engines which will help them to navigate your website and index your content easily.

Google Analytics Code

No Google Analytics code detected! You're missing out on a chance to collect important data from Google Analytics which can be used to find new customers and increase online conversions.

Site Response Code

Great! Your site returned a response code of 200 i.e. the site is up and running fine.

Meta Description

Great! Meta Description detected on the home page. It serves as an ad-copy which entices visitors to click through and visit your website.

Word Count

The home page has a word count of 611 which is acceptable as per search engine best practices.

Robots.txt File

Great! Robots.txt file detected. A Robots.txt file can be used to instruct search engines to index or avoid specific areas of the website. For e.g. credit card details stored on the server, critical access details, duplicate pages, etc.

Canonical Tag

Great! Canonical Tag detected on the home page. It helps you to eliminate internal duplicate content as well as maintains domain name uniformity with search engines.

Site Load Time (0.55 Seconds)

Great! Your site's load time is 0.55 seconds.

Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.

Domain Strength

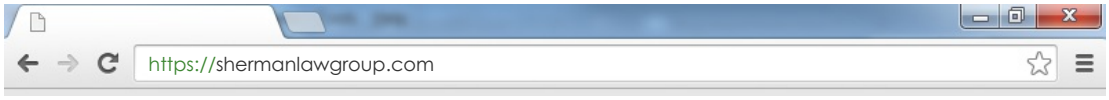
Google Pages Indexed

36 Pages Found In Google

These are the number of pages of your website, which are present in Google's search engine database since it was created. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 92% of search share, we also optimize your website in Bing and Yahoo, which cover 3% and 2% of search share respectively. Overall, we have your website covered for almost 97% of the online searches.

SSL Certificate Details



Secure website

Great, your website is SSL secured (HTTPS).

- Your Website's URL's redirect to HTTPS pages.
- Your SSL certificate expires in next **244** days.
- The certificate issuer is **Go Daddy Secure Certificate Authority - G2**
- The certificate is valid from **Apr 14, 2020** to **Apr 14, 2021**.
- The certifcate uses **RSA-SHA256** algorithim.

SSL provides an extra security layer while logging in to your website. Google has confirmed that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

Apart from this, another important reason to use HTTPS is all modern browsers browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.

PageSpeed Insights Mobile

1.6
Out of 5

https://shermanlawgroup.com/

This speed score for your website is provided by Google.

Analysis time: Wednesday, August 12th 2020 at 10:06pm

Scale : 90-100 (fast) 50-89 (average) 0-49 (slow)

What is PageSpeed Insights?

PageSpeed Insights (PSI) by Google is one of the most used page speed measurement tools. It reports on the performance of your website on both mobile and desktop devices, and provides suggestions on how that page may be improved.

Why Is It Important?

Website load time is critical. It's so important that Google has made it an actual ranking factor. PageSpeed Insights (PSI) can help you pinpoint key technical issues occurring on your site that may have a negative impact on its speed and performance. Resolving these issues will help to improve your site performance in the eyes of Google and thus boost your rankings.

How To Interpret PageSpeed Insights Score?

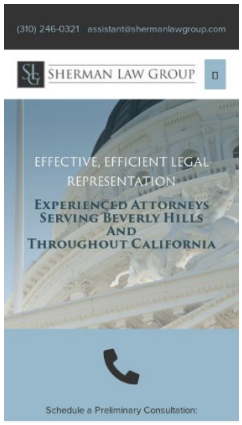
Green - Your website score is good with no significant issues found. Nice job!
Orange - Your website score is average but you still need to solve those errors to improve your website score further.
Red - Your website is slow. Fixing the issues should have a measurable impact on your website performance.

PageSpeed Insights Mobile

1.6
Out of 5

Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.



Origin Summary

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

Lab Data

Analysis of the current page on an emulated mobile network. Values are estimated and may vary.

Total Blocking Time	430 ms	Speed Index	9.4 s
Time to Interactive	8.8 s	First Contentful Paint	7.1 s
Cumulative Layout Shift	0	Largest Contentful Paint	9.8 s

PageSpeed Insights Mobile

1.6
Out of 5

Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Remove unused JavaScript	0.15 s
2 Reduce initial server response time	1.8872 s
3 Remove unused CSS	0.51 s
4 Eliminate render-blocking resources	3.21 s

Diagnostics

More information about the performance of your application.

1 Minimize main-thread work	2.8 s
2 Largest Contentful Paint element	1 element found
3 User Timing marks and measures	
4 Serve static assets with an efficient cache policy	42 resources found
5 Avoid chaining critical requests	44 chains found
6 Avoids `document.write()`	
7 Avoids enormous network payloads	Total size was 880 KiB
8 Avoid long main-thread tasks	8 long tasks found
9 JavaScript execution time	0.8 s
10 Uses passive listeners to improve scrolling performance	

Diagnostics (continued...)

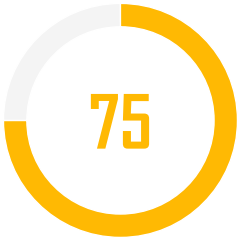
11	Avoids an excessive DOM size	500 elements
12	Ensure text remains visible during webfont load	
13	Minimize third-party usage	Third-party code blocked the main thread for 0 ms
14	Avoid large layout shifts	
15	Keep request counts low and transfer sizes small	91 requests • 880 KiB

Passed audits

11 audits

1	Defer offscreen images
2	Avoid multiple page redirects
3	Properly size images
4	Preload key requests
5	Enable text compression
6	Serve images in next-gen formats
7	Preconnect to required origins
8	Use video formats for animated content
9	Minify JavaScript
10	Efficiently encode images
11	Minify CSS

PageSpeed Insights Desktop



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Origin Summary

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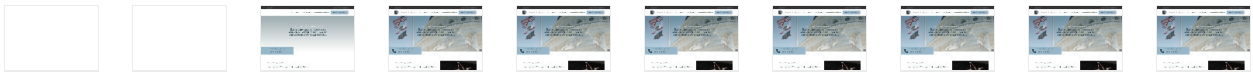
Lab Data

Analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint	1.7 s	Time to Interactive	2.2 s
Speed Index	1.7 s	Largest Contentful Paint	2.5 s
Cumulative Layout Shift	0.007	Total Blocking Time	0 ms

PageSpeed Insights Desktop



Opportunities

These optimizations can speed up your page load.

Opportunity	Estimated Savings
1 Remove unused CSS	0.19 s
2 Eliminate render-blocking resources	0.82 s
3 Remove unused JavaScript	0.11 s

Diagnostics

More information about the performance of your application.

1 Avoids enormous network payloads	Total size was 970 KiB
2 Uses passive listeners to improve scrolling performance	
3 Avoids `document.write()`	
4 Ensure text remains visible during webfont load	
5 Avoids an excessive DOM size	500 elements
6 Largest Contentful Paint element	1 element found
7 Minimizes main-thread work	0.6 s
8 Avoid long main-thread tasks	2 long tasks found
9 Minimize third-party usage	Third-party code blocked the main thread for 0 ms
10 JavaScript execution time	0.1 s

Diagnostics (continued...)

11	User Timing marks and measures	
12	Serve static assets with an efficient cache policy	50 resources found
13	Keep request counts low and transfer sizes small	108 requests • 970 KiB
14	Avoid large layout shifts	5 elements found
15	Avoid chaining critical requests	45 chains found

Passed audits

12 audits

1	Minify CSS	
2	Preconnect to required origins	
3	Properly size images	
4	Serve images in next-gen formats	
5	Use video formats for animated content	
6	Enable text compression	
7	Minify JavaScript	
8	Preload key requests	
9	Efficiently encode images	
10	Initial server response time was short	Root document took 150 ms
11	Defer offscreen images	
12	Avoid multiple page redirects	

SEO Opportunity

These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	car accident attorneys in los angeles	1,300	Not in page 1	Not in page 1
2	auto accidents attorney los angeles	480	Not in page 1	Not in page 1
3	auto accident attorneys los angeles	480	Not in page 1	Not in page 1
4	wrongful death attorney in los angeles	390	Not in page 1	Not in page 1
5	los angeles wrongful death lawyer	320	Not in page 1	Not in page 1
6	llc dissolution california	1,000	Not in page 1	Not in page 1
7	dissolution of a partnership	170	Not in page 1	Not in page 1
8	personal injury attorney beverly hills	90	Not in page 1	Not in page 1
9	legal malpractice lawyer	110	Not in page 1	Not in page 1
10	discrimination and harassment lawyers	40	Not in page 1	Not in page 1
11	los angeles divorce lawyers	720	Not in page 1	Not in page 1

Security

Is your website hackable? Here's a web security audit for your site which checks for vulnerbilities like Viruses, Trojans, Spyware and malicious Downloads.

Not blacklisted

Virus not detected

Malicious Downloads not found

Trojans not detected

Backdoors not found

Malware detection

This site is secured.

Malware not detected

Drive-by downloads not found

Worms not detected

Spyware not detected

Injected SPAM not found

11
Out of 100

Page Authority

Page Authority predicts the likelihood of a single page to rank well, regardless of its content. The higher the Page Authority, the greater the potential for that individual page to rank well in search results. Total Links is scored on a 100-point, logarithmic scale.

1
Out of 10

Moz Rank

MozRank represents a link popularity score. It reflects the importance of any given web page on the Internet. Pages earn MozRank by the number and quality of other pages that link to them. The higher the quality of the incoming links, the higher the MozRank.

11
Out of 100

Domain Authority

Using over 150 ranking signals Domain Authority is SEOmoz's calculated metric for how well a given domain is likely to rank in Google.com's search results. Domain Authority scores on a 100-point, logarithmic scale.

1,978

Total Links

The number of links (juice-passing or not, internal or external) to the url.

61

Juice Passing Links

Links can either be 'juice-passing' or 'non-juice-passing.' In short, a link that passes juice is a link that helps the target page rank better

MOZ

ahrefs

36
text

36
dofollow

0
nofollow

External Backlinks 36

This is the number of backlinks to your website according to Ahref's database. Ahref is one of the largest sources of backlink intelligence tool.

6 Referring Domains

Referring domains are the number of unique domains linking to your website.

Referring IP 6

The same IP can host multiple sites. So this is a unique count of a number of Ips from where we sites have pointed links to your site.

6 Referring Subnets

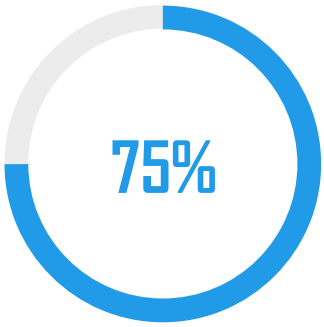
Search engines sometimes discount links coming from sites hosted on the same C class Ips. So the more links a website has from different C class subnets, the better backlink diversity it has - which helps the overall SEO.

Referring Domain vs Referring Subnets 1

Ideal ratio should be between 1.25 to 1.50

Visibility

8.75
Out of 10



VISIBILITY SCORE

- Accurate
- Possible Errors
- Missing

What is Local Visibility?

If you are a local business, you want people to find you when they search for something. When your business is visible, you will be the go-to resource when they look for answers to a problem. So, visibility is simply your overall presence in the local ecosystem. No matter how great your website is, if people can't find you locally, it's all for naught.

Why Does It Matter?

There are over 10 billion Google searches performed every single month. That's a lot. It's important to be as far up on the Google search results as possible. A perfect 100% visibility score would mean you are visible to users on all the top local directories out there. This also helps with improving your rankings in Google. Thus more traffic and leads to your business.

Google	Bing	Yelp	Facebook
✓	✓	✓	✗

Merchantcircle	Tupalo	CitySquares	Hotfrog
✓	✓	✓	✓

Visibility continued...

8.75
Out of 10

NAP details

Website Address:	https://shermanlawgroup.com/
Business Title:	Sherman Law Group
Business Category:	Lawyer
Business Address:	9454 Wilshire Blvd #850
City:	Beverly Hills
State:	California
Zip Code:	90212
Country:	United States
Telephone Number:	(310) 246-0321

Reviews

10
Out of 10

Avg Review R

Why Are Reviews Important?

Reviews can be the deciding factor whether a user buys from you or not. Customers crave knowledge from first-hand experiences. In fact, 97% of consumers use reviews to search for local services. If you don't have reviews or have less reviews, you may be missing an opportunity to grow your business.

Google	Facebook	Yelp
2	0	3
Merchantcircle	**Tupalo**	**CitySquares**
0	0	0

Reviews continued...

10
Out of 10

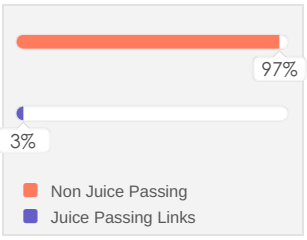
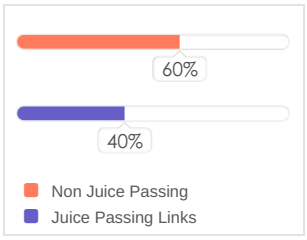
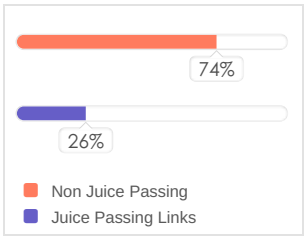
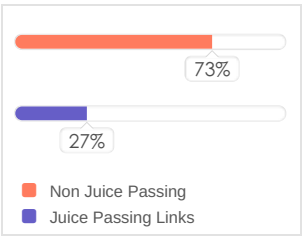
Top 5 Reviews

Jerome Fisher 13-Nov-2019	I've been dealing with the law group for over 2 years the best in the business. People who really care truly care I don't even talk about my case we just talk they're the best	
matthewjrnewman 05-Oct-2018	If you are a business owner and have any employees, it is just a matter of time before you are going to have to call an employment attorney. We've had to call on Lisa Sherman and her team at Sherman Law Group numerous times over the past couple of years when we needed an employment lawyer and every...	
Raquel A. 11-Aug-2020	I would recommend Sherman Law Group over any other attorney in the Greater Los Angeles area. They are attentive and will resolve your case no matter what....	
Elizabeth K. 26-Jun-2019	A few years ago, I had a case involving an abusive ex who was doing everything in his power to make my life miserable, including (but not limited to) public...	
Patricia R. 26-Jun-2019	I have worked with Sherman Law Group, Inc. on several different cases. I reguarly recommend clients to them. By far one of the absolute best and most...	

Note: For Facebook, we are displaying recommendations only.

Competitor Metrics

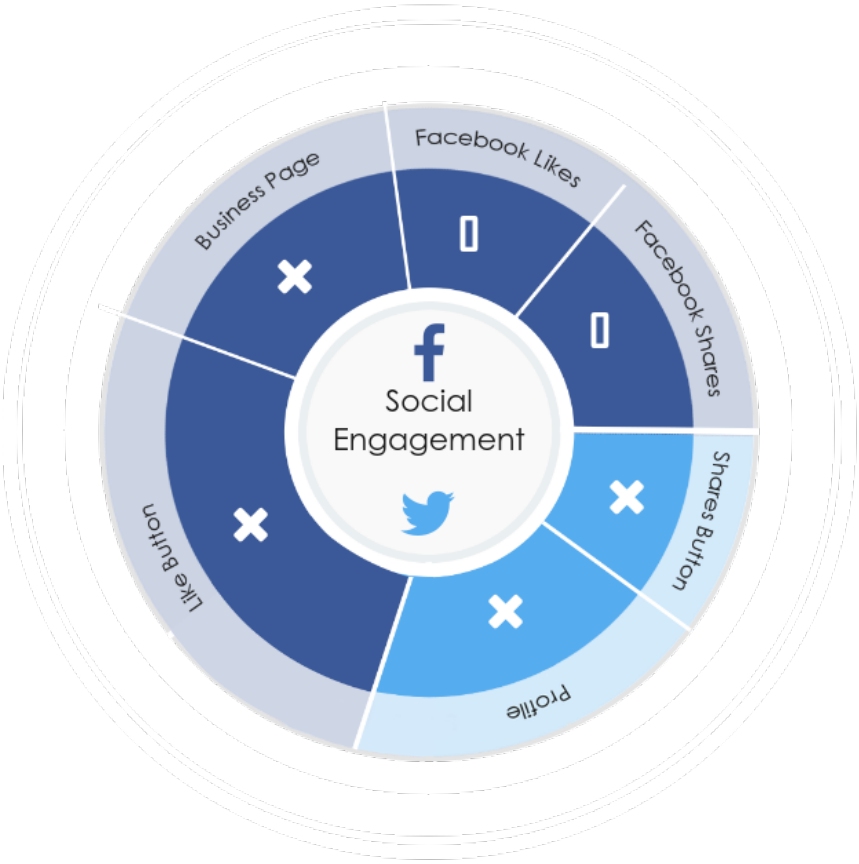
3.3
Out of 10

SHERMANLAWGROUP...	BRETTLAWYER.COM	MOLLAEILAW.COM	CHAKMAKISLAW.CO...
JUICE PASSING LINKS VS NON JUICE PASSING			
			
LINK SATURATION			
36 Google	9,940 Google	690 Google	26 Google
MOZ METRICS			
11 Domain Authority	26 Domain Authority	28 Domain Authority	21 Domain Authority
61 Juice Passing Links	79 Juice Passing Links	7,784 Juice Passing Links	1,252 Juice Passing Links
1,978 Total Links	197 Total Links	29,692 Total Links	4,567 Total Links
AHREFS METRICS			
6 Referring Domains	37 Referring Domains	462 Referring Domains	21 Referring Domains
6 Referring IPs	35 Referring IPs	507 Referring IPs	199 Referring IPs

Social Engagement

0
Out of 10

Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have come a long way in terms of their impact on SEO. Recently, Twitter also reportedly struck a deal for tweets in Google search results. This means, your tweets will have a larger audience than ever before.

Social signals are becoming the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms.

Please note - For Facebook and Twitter, we only track button codes provided by official sources mentioned below. We do not track modified codes or custom built codes created by developers.

Facebook: https://developers.facebook.com/docs/plugins/like-button/#example

Twitter: https://developer.twitter.com/en/docs/twitter-for-websites/tweet-button/overview.html

Google Assistant

OK Google, Can you give me the address to Sherman Law Group in Beverly Hills, California?

Listen to this Question

Response from Google Assistant | Accurate

The address for Sherman Law Group is 9454 Wilshire Boulevard #850, Beverly Hills, CA 90212, United States.

OK Google, Is Sherman Law Group located in Beverly Hills, California open now?

Listen to this Question

Response from Google Assistant | Accurate

Yes, Omega Law Group, PC at 9454 Wilshire Blvd #830 is open right now, and they close at 7:00 pm. But you might want to check with them.

Listen to this response

Voice search is not a short-lived craze anymore. It has comfortably crossed the threshold of early adopters. Voice search is here to stay and these numbers confirm that.

- There are a total of 33 million voice-first devices in circulation.
- Google announced that one-fifth of the queries on Google are voice searches.
- More than 50% of all searches will be voice searches by 2020.

Not just teenagers - who are savvy users of voice search, but studies suggest that people in all age groups have started using mobile personal assistants. With the increase in the use of digital assistants, optimizing for voice search is critical to your SEO success.

So, Is your business ready? Our proprietary algorithm tests your local business for voice search readiness and shows how your information is picked up by Google Assistant in real-time.

Comments

Ripe Marketing works with business owners to expand their brand, increase their online awareness, create credibility and generate leads. Call us today to speak with a marketing expert. (844) 2GO-RIPE.