

Assessing Your Digital Marketing vs. Your Competitors

Digital Marketing Strategist Uniquely Qualified to Help Business With Digital Marketing

Dan Stratford

- Digital Marketing Since 1997
 - SEO
 - Adwords/PPC/Paid Search
 - Website Development
 - Social Media
- Product Development to Business Development
 - Dex Media \$28M to Over \$120M
 - LexisNexis Grew to Over \$10M/Year
 - C1 Partners Grew a \$1M Agency
 - Lawyermarketingexpert.com
- Strategic
 - Messaging Development
 - Results Based Strategy Development
 - Tracking Results at Conversion Level







Analyzing Your Site



Keywords, Rankings, Adwords Opportunity



On-Site SEO



Off-Site SEO, Social & Competitive Analysis

You vs. Your Competitors Grid

Name	SEO	SEO\$	PPC	PPC\$	Moz	Pages	Links	Fb	Tw
Source	SEMRu	SEMRu	iSpio	iSpio	DA	Google	Ahrefs	MOZ	MOZ
You									
Comp A									
Comp B									
Comp C									
Comp D									
Comp E									
Comp F									
Comp G									
Comp H									

Site Value

- SEMRush
 - Site "Value"
 - Keyword Research
 - Competitive Research
 - Strategy
 - Keywords
 - Ad Spend

Site Value

+44%

+18%

-	one	A BUL		A D	CH
-	ORG.	MININ	- 36	.MR	C III

78.8K •••• TRAFF	FIC .	
SEMrush Rank	21.8K	
Keywords	52.1K	+10%
Traffic Cost	\$45.4K	-79

PAID SEARCH							
93 •21% TRAFFIC							
Keywords	23						
Traffic Cost	\$46						

BACKLINKS								
2.4K TOTAL BACKLINKS								
Referring Domains								
Referring IPs								

DISPLAY ADVERTISING

0 -100%	ADS	
Publishers		0%
Advertisers		-100%





366

374



Target Keywords

۰	Keyword	Pos. 🗘	Volume 0	KD ‡	CPC (USD) 🗘	URL
0	bike shop	4 (3)	60,500	51.64	1.67	Www.eriksbikeshop.com/
	used bikes	1(1)	5,400	54.94	0.92	www.eriksbikeshosearch
	eriks bike shop	1(1)	2,900	86.02	0.70	www.eriksbikeshop.com/
•	erika	1(1)	2,400	50.99	0.32	M www.eriksbikeshop.com/
	bike shops near me	11 (12)	27,100	60.81	2.42	www.eriksbikeshos.aspx
0	specialized bikes for sale	1(1)	1,900	68.41	0.43	🖉 www.eriksbikeshosearch
	bianchi bikes	6(6)	12,100	63.82	0.46	🖉 www.eriksbikeshoi.aspx
	specialized bikes	6 (5)	60,500	78.80	0.10	🖉 www.eriksbikeshos.aspx
0	brox bikes for sale	6(6)	12,100	74.10	0.52	🖉 www.eriksbikeshor.aspx
	bike shops	5 (5)	12,100	48.66	2.07	www.eriksbikeshop.com/
0	erik's bike shop minneapolis	1	720	86.85	0.00	Mww.eriksbikeshop.com/
0	used bikes for sale	2(2)	4,400	68.69	0.65	www.eriksbikeshosearch
0	specialized mountain bike	4 (4)	8,100	72.63	0.23	🖉 www.eriksbikeshosearch
0	bike store	5 (5)	9,900	52.41	1.24	www.eriksbikeshop.com/
	specialized bikes	7(6)	60,500	78.80	0.10	M www.eriksbikeshosearch
0	brox bikes for sale	7(7)	12,100	74.10	0.52	🖉 www.eriksbikeshoSearch
	eriks bike	1(1)	590	85.01	0.20	www.eriksbikeshop.com/
8	arik the bike man	1 (1)	590	85.15	0.72	www.eriksbikeshop.com/
0	eriks bikes	1(1)	590	88.72	0.29	www.eriksbikeshop.com/
	eric the bike man	1 (1)	590	88.05	0.00	www.eriksbikeshop.com/
0	erics bike shop	1(1)	590	90.20	0.87	www.eriksbikeshop.com/
	erik's bike shop hours	1	590	87.55	0.55	www.eriksbikeshop.com/
0	<u>a bika</u>	34 (36)	673,000	64.94	0.91	🖉 www.eriksbikeshop.aspx

PAID SEARCH POSITIONS 1 - 23 (23) (7)

Fib	r by k	eyword D Advanced I	iters 💙				
۰	Ad	Keyword	Pos. 0	Block	Volume 2	CPC (USD) 0	URL
0	۰	la pierre bikes	1	ш	880	0.57	🖉 www.eriksbikeshopierre
0	۰	bike source overland park	1		390	0.35	🖉 www.eriksbikeshod-park
0	۰	bike source overland park	2(1)		390	0.35	🖉 www.eriksbikeshostore
8	۰	bike source leaveood	1		210	0.47	🖉 www.eriksbikeshostore
•	۰	kansas city bike shops	1(1)		140	0.00	🖉 www.erksbikeshod-park
	۰	Inpierre zesty 414	1		70	0.00	🖉 www.eriksbikesho_pierre
0	۰	bicycle repair kansas city	1	-	70	2.48	www.eriksbikesho_s-ofy
	•	bikesource overland park	1(1)		70	0.90	www.eriksbikeshostore
0	•	masi bikes nz	2		50	0.00	www.eriksbikesho_arance
0	•	bike shop overland park	1(1)		50	0.00	🖉 www.eriksbikeshostore
0	•	willer accessories	2	=	50	0.43	Mtps://www.erikvicemp
0	•	specialized crosstral disc for sale	4	Ш	50	0.45	Mtp://www.eriksroduct
0	•	trek bicycle store of kansas city	1		50	0.86	🖉 www.eriksbikeshos-oity
0	•	sale bikes uk	4	Ш	40	0.00	http://www.eriksroduct
0	•	grafton stores	1	=	30	0.02	www.eriksbikeshop.com/
0	•	bike helmet online	3 (3)		10	1.09	🖉 www.eriksbikeshoelmets
0	۰	specialized bg pro road shoe	6(2)		10	0.02	www.eriksbikesho/shoes
8	۰	specialized expert mib shoes	1(1)	=	10	0.00	🖉 www.eriksbikesho/shoes
0	•	specialized mtb helmets	6(2)		10	1.54	🖉 www.eriksbikeshoelmets
0	•	specialized s-works evade aero helmet	3 (3)	-	10	0.00	🖉 www.eriksbikeshoelmets
0	۰	specialized hotrock 16 coaster boys	2(2)		10	0.22	🖉 www.eriksbikesho/lines
	•	s works evade for sale	1(1)	-	10	0.00	🖉 www.eriksbikeshoelmets
0	۰	specialized air force 3 helmet	4 (4)		10	0.00	www.eriksbikesho_elmets

Strategy Development



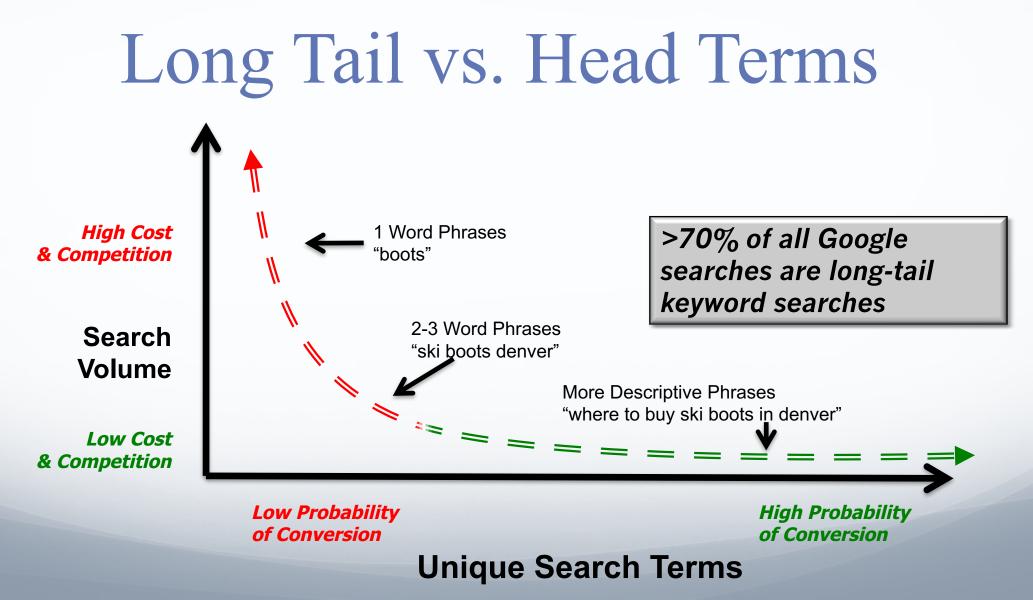
Step 1: Keyword Research

- Targeted Terms
- Highest Search Volume
- Current Rankings
- Adwords Opportunity

Why Keywords?

- The *Foundation* of Your Campaign:
 - SEO
 - Social Media
 - Advertising

... all Keyword Oriented



Long Tail vs. Head Terms

- Head Terms
 - Your Most Competitive
 - Discover if you can compete here in the short term
 - May need to be a long-term play
 - Often very profitable
 - Drives a large number of leads
- Long-tail Terms
 - Allows you to make short term wins
 - Takes less effort and money (links)
 - Can be very profitable
 - Leads may "trickle" in

Your Current Rankings Not ranking on the first page, but there is some low hanging fruit...

	Keyword	Pos. ‡	Volume 🗘	Keyword	Pos. (Volume \$		Keyword	Pos. 🌲	Volume 🗘	Keyword	Pos. ‡	Volume \$
	denver car accident lawyer	37	140	denver personal injury law	wyer 30 (33)	320	denver personal	injury lawyer	30 (33)	320	denver personal injury attorney	28 (43)	480
	car accident lawyer denver	41	110	personal injury lawyer der	mver 26 (35)	210	personal injury la	awyer denver	26 (35)	210	personal injury attorney denter	43 (46)	390
	denver auto accident lawyer	43 (37)	70	personal injury lawyer der	nver.co 25 (23)	210	personal injury la	awyer denver co	25 (23)	210	personal injury attorney denver co	29 (47)	210
	denver auto accident lawyer	44	70	personal injury lawyer der	nver colorado 29	90	personal injury la	awyer denver colo	rado 29	90	denver personal injury titomeys	37 (59)	90
	denver car accident lawyers	29 (28)	70	denver personal injury law	XY015 25 (34)	90	denver personal	injury lawyers	25 (34)	90	denver colorado perfonal injury attorneys	24	90
	truck accident lawyer denver	24	70	denver injury lawyer	25 (22	70	denver injury lav	iyer	25 (22)	70	denver injury attorney	27 (24)	70
0	auto accident lawyer denver	42 (45)	50	personal injury lawyers de	enver.co 23	70	personal injury la	awyers denver co	23	70	personal injury attorneys deriver	24 (45) 49 (51)	40
	denver accident lawyer	28 (28)	50	personal injury lawyers de	enver 36 (36)	50	personal injury la	awyers denver	36 (36)	50	injury attaney derver	18 (21)	20
	accident lawyer denver	34 (27)	50	injury lawyer denver	21 (21	50	injury lawyer der	<u>1997</u>	21 (21)	50	denver nury attorneys	26 (23)	20
	accident lawyers in denver	25 (25)	30	denver brain injury lawyer	£ 43	50	denver brain inju	ry lawyer	43	50	personal injury attorneys in deriver	51 (46)	20
	car accident lawyers denver	41 (37)	30	injury lawyer in denver	20	50	injury lawyer in o	lenver	20	50	personal injury attorney denver colorado	34 (27)	10
	denver motorcycle accident lawyer	10 (15)	30	personal injury lawyers in	denver 26	40	personal injury la	awyers in denver	26	40			
	denver truck accident lawyer	40 (27)	20	denver injury lawyers	27 (15)	30	denver injury lav	ivers	27 (15)	70			
	accident lawyers denver	26 (24)	20	personal injury lawyer in d	deriver 47 (47)	20	personal injury la	awyer in denver	47 (47)	20			
	denver accident lawyers	21 (26)	20		Keywo	ed	Pos. 🗘	Volume 🗘					
8	denver auto accident lawyers	26 (34)	20									٦	
0	accident lawyer denver co	35 (56)	10		wrongful death lawy	er denver	11	90					
	car accident lawyer denver co	58 (26)	10		denver wrongful dea	th lawyers	14	90	denver wrongfu	I death atto	mey 11 (10) 30		
0	accident denver lawyer	28 (20)	10		denver wrongful dea	th lawyer	15 (9)	30					

Adwords Opportunity

Estimated Best Case Scenario*

Cost Per Click:\$25Conversions to Lead:17%Cost Per Lead\$141Conversions to Sale Rate15%Cost Per Acquisition:\$940

Estimated Worst Case Scenario*

Cost Per Click:\$200Conversions to Lead:5%Cost Per Lead\$4,000Conversions to Sale Rate5%Cost Per Acquisition:\$80,000

Recommendations:

- Need to track leads separate from organic
- Budget \$3,000 to \$10,000 a month
- May never be profitable in the short run
- Need to cashflow

Note: Upcoming Class on Adwords-Tuesday, March 21, 2017, 4:00 PM to 6:00 PM

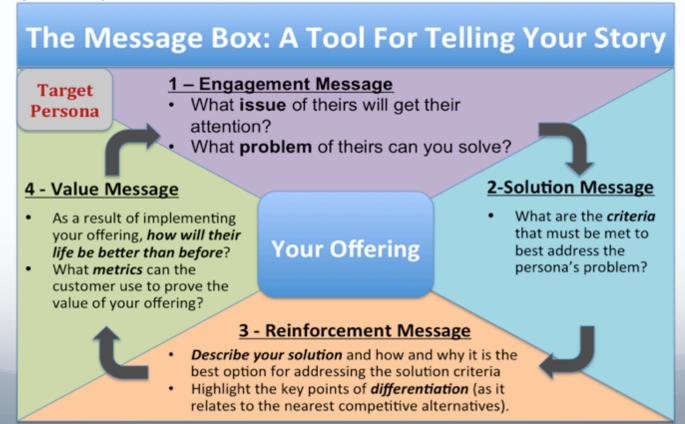
Example: Local PI Law Firm

Keyword	Search Volume	CPC	Click/Rate	Clicks	Budget	Conv/Lead /Rate	Leads	Cost/Lead	Conv/Sale/Rate	Sales	Cost/Acquisition
denver personal injury attorney	480	\$200.63	8%	38	\$7,704.19	5%	1.92	2 4012.6	5 10%	0.19	\$40,126.00
personal injury attorney denver	390	\$172.51	8%	31	\$5,382.31	5%	1.56	5 3450.2	. 10%	0.16	\$34,502.00
denver personal injury lawyer	320	\$150.01	8%	26	\$3,840.26	5%	1.28	3 3000.2	10%	0.13	\$30,002.00
personal injury lawyer denver	210	\$170.69	8%	17	\$2,867.59	5%	0.84	4 3413.8	3 10%	0.08	\$34,138.00
personal injury attorney denver co	210) \$114.23	8%	17	\$1,919.06	5%	0.84	1 2284.6	5 10%	0.08	\$22,846.00
personal injury lawyer denver co	210	\$100.00	8%	17	\$1,680.00	5%	0.84	1 2000	10%	0.08	\$20,000.00
denver car accident attorney denver car accident lawyer) \$220.23) \$37.89	8% 8%	11 11	\$2,466.58 \$424.37					0.06 0.06	\$44,046.00 \$7,578.00
car accident lawyer denver	110	\$208.77	8%	9	\$1,837.18	5%	0.44	4175.4	10%	0.04	\$41,754.00
accident attorney denver	110) \$150.48	8%	9	\$1,324.22	5%	0.44	4 3009.6	5 10%	0.04	\$30,096.00
car accident attorney denver co	90) \$200.32	8%	7	\$1,442.30	5%	0.36	5 4006.4	10%	0.04	\$40,064.00
auto accident attorney denver	90	\$196.76	8%	7	\$1,416.67	5%	0.36	5 3935.2	10%	0.04	\$39,352.00
personal injury lawyer denver colorado	90	\$165.01	8%	7	\$1,188.07	5%	0.36	5 3300.2	2 10%	0.04	\$33,002.00
denver personal injury lawyers	90	\$116.02	8%	7	\$835.34	5%	0.36	5 2320.4	10%	0.04	\$23,204.00
denver dog bite lawyer	90	\$100.00	8%	7	\$720.00	5%	0.36	5 2000	10%	0.04	\$20,000.00
wrongful death lawyer denver	90	\$100.00	8%	7	\$720.00	5%	0.36	5 2000	10%	0.04	\$20,000.00
denver wrongful death lawyers	90	\$100.00	8%	7	\$720.00	5%	0.36	5 2000	10%	0.04	\$20,000.00
denver personal injury attorneys	90	\$100.00	8%	7	\$720.00	5%	0.36	5 2000	10%	0.04	\$20,000.00
denver colorado personal injury attorneys denver auto accident attorney	91) \$100.00) \$90.01	8% 8%	7 7	\$720.00 \$648.07					0.04 0.04	\$20,000.00 \$18,002.00
Totals and Averages	465) \$137.85	8%	372	\$51,278.66	5%	18.6	5 \$2,757	10%	1.86	\$27,569.17

Step 2: Site Audit Messaging & Design •Content • SEO Factors

Step 2: Website Audit - Messaging

In order to maximize the quantity and quality of clients generated from website traffic, it is vital that the content on your website engages your target buyer personas. Bottom line: engage with your prospects'pain points, needs and desires before you begin talking about yourself.



Messaging Platform Example



Reinforcement Message

You have a business or firm that is growing and thriving. You sleep easy knowing that your marketing is working so you can focus on running a more successful business. You feel in control, you do not spend time worrying about how you are going to drive leads and sales for their business.

- Testimonials
- Certifications
- Experience

Engagement Message

You have invested in a website that does not produce as many new clients as it should. You are unsure as to what is the best way to drive leads and clients to your business from your website. You don't know who to trust to do your Internet marketing.

You do not have a strong web presence Your competitors are stealing prospects from you because they do a better job of Internet marketing than you do.

Stratex Digital Marketing Solutions

Value Prop/Positioning Statement

Stratex Digital Marketing is the only digital marketing consulting firm that has the knowledge and experience to help you develop the best digital marketing solution for your business and then find the best solution provider for your business so you can rest easy knowing you made the right decision that will meet your specific goals. Unlike other "consultants" who are trying to sell you their services from a subjective position, Stratex enhances your team and to help make sure the right program is implemented for your business.



Solution Message

You want the Internet to drive profitable sales for your business.

You want to know which programs are working so you can continue to make knowledgeable decisions about how to invest your marketing dollars wisely.

You have a marketing partner you can trust to look out for you and help you succeed in your online marketing efforts.

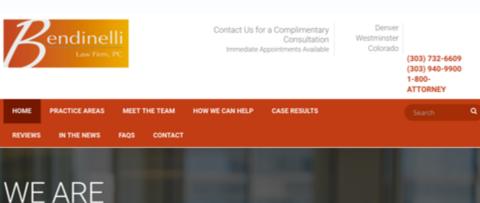


Website Audit

Messaging?

Are you addressing your prospects completely?

- 1. Engagement Message? Sort of
- 2. Solution Message? Yes
- 3. Company Positioning? Yes
- 4. Testimonials Yes
- 5. Calls to Action Yes-Could be stronger
- 6. Differentiator? Not Prominent
- 7. Video? No
- 8. Enough Home Page Content No
- 9. Social Media Links Yes
- 10. Blog Yes
- 11. Trust Signals Yes
- 12. NAP (Name Address, Phone) Conflicts With Other Practices



PERSONAL INJURY LAWYERS

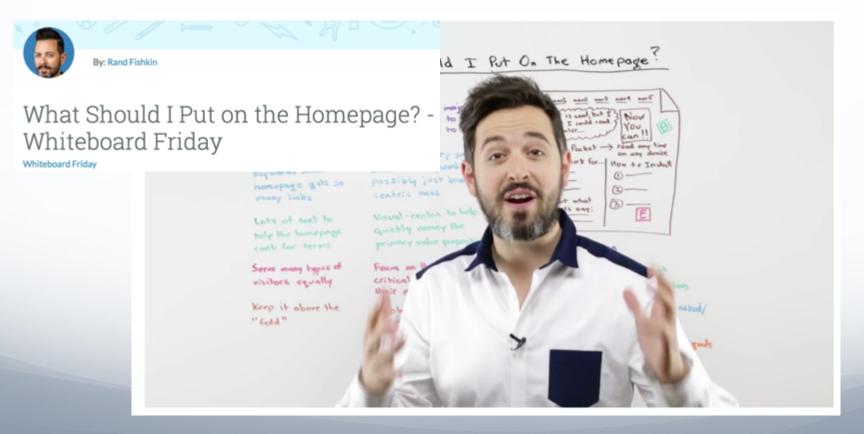
Protecting Personal Injury Victims in Denver

LET US FIGHT FOR YOU



MOZ-White Board Fridays

https://moz.com/blog/what-should-i-put-on-the-homepage-whiteboard-friday



Enough Page Content?

- Average number of words of landing pages that rank on the first page of Google:
- Over 2,000
- Yikes!

Enough Page Content?

Case Study of Importance of Content: Site went on java-script based platform. Google Could not read the site-even with the "pre-render" solution installed. Fixed the site and rankings recovered.



Keyword Tracker Chart



On-Site Technical Factors

- Title and Meta Tags
- Site Speed
- Local Schema/Site Markup
- Naming Pictures
- Video Names/Descriptions
- Internal Linking
- Site Architecture
- Duplicate Content?
- Thin content?
- Mobile Friendly

On-Site SEO Training

1st Tuesday in February Here from noon to 1:30

On-Site Tools

- Google Search Console (Formerly Webmaster Tools)
 - Keywords
 - Site Health
 - Errors
 - Much More
- Google Analytics
 - What pages get most of your traffic?
 - Setup goals
 Which pages convert
- Site Speed Checker: <u>https://developers.google.com/speed/pagespeed/insights/</u>
- Thin Content Checker (Panda):
 <u>https://robhammond.co/tools/panda</u>
- Duplicate Content Checker: <u>http://www.siteliner.com/</u>
- Mobile Friendly: <u>https://search.google.com/search-console/mobile-friendly</u>
- Number of Indexed Pages: Google Search: site:domain.com

Indexed Pages:

🤳 Q

Google promotion

Tools

See how many pages. See your title and meta data

All Images News Shopping Maps More Settings

44 results (0.36 seconds)

Google

Try Google Search Console

www.google.com/webmasters/ Do you own stratexdigitalmarketing.com? Get indexing and ranking data from Google.

Digital Marketing Training Resources - Stratex Digital Marketing https://stratexdigitalmarketing.com/resources/ -

Digital Marketing Training materials and step by step guides and worksheets from the experts at Stratex Digital Marketing.

Stratex Digital Marketing: Home

https://stratexdigitalmarketing.com/ + Are you confused or overwhelmed by all of the online marketing strategies available? Should you start with a new website. SEC. PPC. social media, or email ...

Blog - Stratex Digital Marketing

https://stratex/sigitalmarketing.com/blog/ * Keywords are still vital to the success of just about any online or "digital" marketing campaign. keywords internet marketing. If you don't know how people are ...

Consulting - Stratex Digital Marketing

https://stratexdigitalmarketing.com/consulting/

Digital Marketing Consulting From Top Experts. Confused and overwhelmed by all of the digital marketing options available for you and your business? Unsure ...

Training - Stratex Digital Marketing

https://stratexdigitalmarketing.com/training/

Digital Marketing Training. Why is training vitat our digital marketing success? Business owners, marketing professionals, and even web designers and ...

Google	site:lawyermarketingexpert.com							۹ ا		
	м	Images	News	Shopping	Maps	More	Settings	Tools		
	About 85 results (0.38 seconds)									

Try Google Search Console

Do you own lawyermarketingexpert.com? Get indexing and ranking data from Google.

Lawyer Marketing – Lawyer Marketing Expert Attorney Advocate lawyermarketingexpert.com/ *

Lawyer Marketing Expert Blog is where you get honest & sound answers about law firm marketing. Talk to Dan Stratford & avoid the mistakes other lawyers do.

Google promotion

Consulting Services – Lawyer Marketing

Isawyermarketingespert.com/consulting-services/ * Lawyer Marketing Ibpert Blogis Dan Station offers consulting services for lawyers. Let Dan map-out a strategy to make your site more profitable.

Contact Dan Stratford - Lawyer Marketing

Iservyemmarketingexpert.com/contact/ Call 720/985/7945 today to speak to Dan Stratford, or complete the form below and Dan will get back to you within one business day.

Lawyer Marketing Blog - Lawyer Marketing

lawyemarketingexpert.com/blogging/ * This blog is full of excellent advice and recommendations for law firm marketing (inorically, one thing that a law firm blog cannot do on a blog, is provide advice).

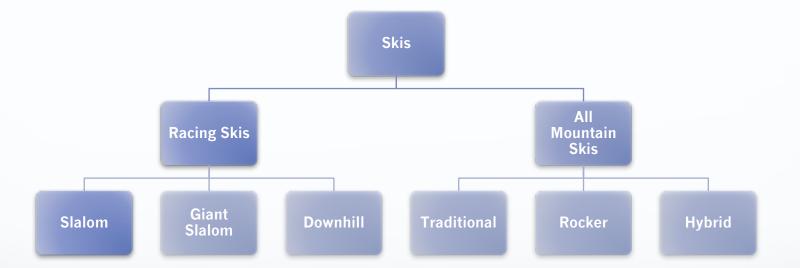
Business - Lawyer Marketing lawyemarketingespert com/business/ • The Vital First Step Towards SEO or Any Law Firm Marketing - What are the steps to developing a search marketing steategy for. Law and Social Media ...

Law Firm SEO – Lawyer Marketing lawyermarketingeoper con/law firm-seo/ * Lawyer Marketing Expert Blog is the authority in law firm SEO. Learn why corporate law, personal injury, & finally attorney trutt Das Sourbord.

About Dan Stratford - Lawyer Marketing

lawyermarketingspert.com/about-our-experts/ * Lawyer Marketing Expert Blogi Dan Stratford is a law firm SEO provider like no other. Discover his expertise in internet marketing today.

Site Structure – Support Keyword Targets



Local Note:

"Racing Skis" page may be <u>www.domain.com/racing-skis-denver</u>, but do not change navigation to "Racing Skis Denver"

Steps 3 & 4: Off-Site SEO, Competitive Analyss

- Links
- Citations
- Social Media

Tools for Off-Site SEO

Link Analysis and Social Media Analysis Tools

- MOZ.com
- Ahrefs.com
- Majestic.com

Website Authority

Domain Authority (DA) and Page Authority (PA) are website metrics developed by Moz. It is one of the most important numbers known to SEOs.

Page Authority

We score PA and DA on a 100-point, logarithmic scale. Thus, it's easier to grow your score from 20 to 30 than it would be to grow from 70 to 80. We constantly update the algorithm used to calculate Authority, so you may see your score fluctuate from time to time.

Page Authority vs. Domain Authority

Whereas Page Authority measures the predictive ranking strength of a single page, Domain Authority measures the strength of entire domains or subdomains.

Off Site Optimization Why Off-Site Optimization? In a competitive market

- Cannot rank a site without it
- Needs continuous effort



- BAD link building can kill your rankings
- Need a consistent & natural looking approach

Off Site Optimization

Link Profile Is Not So Simple...Needs to be Balanced

Good Links?

- Branded
- Naked
- Keyword Text Links
- Follow
- No-Follow
- Not Sitewide

Bad Links?

- Keyword Text Links
- Follow
- No-Follow
- Sitewide

Off-Site Factors

What Does Google Want?

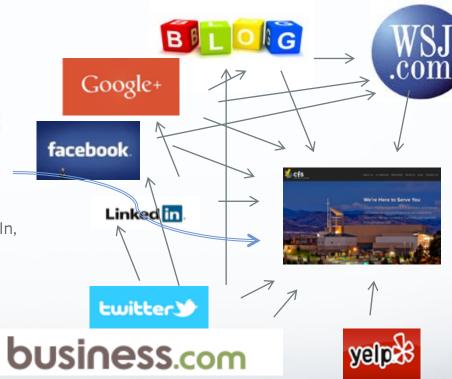
- The best experience for the searcher...
- ...so they come back.

Backlinks Are a Vote/Reference

- From Quality Sites
- From Relevant Content
- From Relevant Websites
- Bad Backlinks Can Be Difficult to Overcome
- Social Media
 - Are you setup on Google +, Facebook, LinkedIn, Twitter and others?
 - Are you active in social media?

Google & Other Properties

- Google Plus
- Google Authorship
- Local Directories: Google, Yelp, Yahoo!, Bing & Others



Case Studies

- Attorney
- Tech Company
- Home Builders

Note:

Off-site SEO class Tuesday, February 21, 2017 4:00 PM to 6:00 PM

Links Acquisition



 Need more "branded" links

Denver PI Law Firm

Link profile looks

Losing Links

dated.

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truck accident lawyer denver 11% personal injury lawyer denver 10% bendinelli law firm 9%

website 6% http://www.personalinjuryfirmdenver.com 5%

http://www.personalinjurylawfirmdenver.com 5% motorcycle accident attorney denver 4%

personal injury attorney westminster 4% www.personalinjuryfirmdenver.com 4%

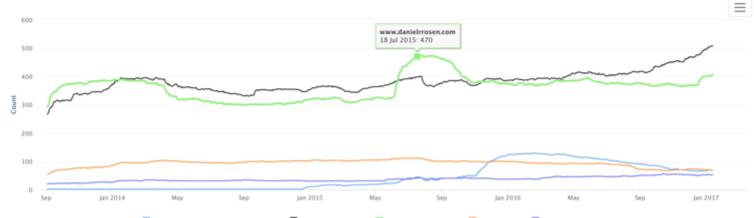
www.personalinjurylawfirmdenver.com 4%

Links Acquisition and Social Media

Domain Comparison Compare up to five domains

Enter your domains	1 www.personalinjurylawfirmdenver.com	2 www.sawayalaw.com	3 www.danielrrosen.com	4 www.hlaw.org 5	www.dancaplislaw.com
Domain Rating	38	49	48	41	39
Facebook	0	16	14	16	0
Google+	12	11	28	0	2
🔄 LinkedIn	0	11	0	0	0
Pinterest	0	0	0	0	0
Ref Domains	68	507	405	68	52

Referring Domains New-Lost Referring Pages Referring Pages



📕 www.personalinjurylawfirmdenver.com 📕 www.sawayalaw.com 📒 www.danielrrosen.com 📒 www.hlaw.org 📒 www.dancaplislaw.com

Link Profile

Anchors cloud

the sawaya law firm 13% denver accident attorneys 12%

http://www.sawayalaw.com/ 7% legal representation 5% our website 5% download a free copy of "developing good driving habits" 5% http://www.sawayalaw.com 5% www.sawayalaw.com 5% "driving distracted brigade" 5% sawayalaw.com 3%

Anchors cloud

http://www.mydenveraccidentlawfirm.com 14% www.mydenveraccidentlawfirm.com 11% 2015-07-13_18-07-21 9% logo 9% website 9% levine law, IIc 8% mydenveraccidentlawfirm.com 6% visit website 6%

<a>no text 3% http://www.mydenveraccidentlawfirm.com/ 3%

Anchors cloud

law offices of daniel r. rosen 8% http://www.danielrrosen.com/ 7% http://www.danielrrosen.com/colorado-springs-accident-lawyer/ 4% http://www.danielrrosen.com/greeley-personal-injury-lawyer/ 4% www.danielrrosen.com 4% wt

http://www.danielrrosen.com 3% call us today for a free consultation! 3% <a>no text 2% danielrosen.com 2%

truck accident lawyer denver 11% personal injury lawyer denver 10% bendinelli law firm 9%

website 6% http://www.personalinjuryfirmdenver.com 5%

http://www.personalinjurylawfirmdenver.com 5% motorcycle accident attorney denver 4%

personal injury attorney westminster 4% www.personalinjuryfirmdenver.com 4%

www.personalinjurylawfirmdenver.com 4%

Off-Site Analysis

You vs. Your Competitors - Site Quality is Lower - Due to low quality links

	denver personal injury attorney			
0.4 Local	http://www.andersonhemmat.com/	n/a	n/a	
0.5 Local	http://www.danielrrosen.com/	n/a	n/a	
0.6 Local	http://www.mydenveraccidentlawfirm.com/	n/a	n/a	
1 Organic	https://www.avvo.com/personal-injury-lawyer/co/denver.html		84	64
2 Organic	https://www.sawayalaw.com/		34	45
3 Organic	http://www.danielrrosen.com/		29	40
40rganic	http://lawyers.findlaw.com/lawyer/firm/personal-injury- plaintiff/denver/colorado		90	42
5 Organic	http://attorneys.superlawyers.com/personal-injury- plaintiff/colorado/denver/		85	28
6Organic	https://denver.thumbtack.com/personal-injury-lawyers/		84	1
7 Organic	http://www.hlaw.org/		27	38
80rganic	https://www.dancaplislaw.com/		25	37
9 Organic	http://www.denveraccidentlawyer.com/		13	26
10Organic	http://www.coloradolaw.net/denver-office/		38	38
	Average of Competitors		35	32
	https://www.personalinjurylawfirmdenver.com/		18	21

Off-Site Analysis

You vs. Your Competitors – Site Quality is Lower – Due to low quantity quality links

	car accident lawyer denver		
0.3 Ad	n/a	n/a	n/a
Rank Type	URL	DA	PA
0.4 Local	http://www.andersonhemmat.com/	n/a	n/a
0.5 Local	http://www.hlaw.org/	n/a	n/a
0.6 Local	http://www.danielrrosen.com/	n/a	n/a
1 Organic	http://www.danielrrosen.com/areas-of-practice/car-accidents/	29	36
2 Organic	http://www.hlaw.org/	27	38
3 Organic	https://www.sawayalaw.com/	34	45
	http://lawyers.findlaw.com/lawyer/firm/motor-vehicle-accidents-		
	plaintiff/denver/colorado		37
•	https://fdazar.com/	34	39
	http://www.mydenveraccidentlawfirm.com/	20	32
7 Organic	https://mcdivittlaw.com/auto-accident-lawyer/	33	19
80rganic	http://www.coloradolaw.net/practice-area/auto-accidents/	38	39
9 Organic	https://www.injurylawcolorado.com/practice-car-accidents.html	30	35
10Organic	http://www.callpaul.com/	17	30
	Average of Competitors	29	34
	https://www.personalinjurylawfirmdenver.com/	18	21

Local SEO Needs Improvement

Citation Accuracy & Quantity Need more to get into top 3...

10 menutes for fide and a second list second state and

What are Citations?

Citations For Local SEO. ... A citation is an online reference to your business's name, address and phone number (NAP). Like links to your website, Google uses them when evaluating the online authority of your business.

Important Citation Factors Accuracy - Your business's name, address and phone number (NAP) must be consistent across all directories, with no duplicates. Quantity and Quality of Directories - Having more and better citations have a positive effect on your rankings.

Тор	10 results for '	denve	er perso	onal inju	ury atto	orney'					G 🗸	Local Pa	ck 🔣 Columns 👻
: Rank :	Business Name	: Verified	Citations	Top Citations (%)	: Citations Authority	: Links	a Linking Domains	÷ Website Authority	: Majestic C-Flow	 Review Count 	: Star Rating	: Photos	Categories
>50 T	'he Bendinelli Law Firm, P.C.	× .	125	39%	55/100	248	15	18/100	26	11	4.5 ****	23	Personal Injury Attorney
9 .	aw Offices of Daniel R. Rosen	×	216	39%	56/100	483	119	27/100	26	20	4.7 ★★★★★	5	Personal Injury Attorney
Q z	aner Harden Law LLP	× .	271	43%	55/100	236	194	39/100	23	57	*****	23	Law Firm
9 •	lachus & Schanker LLC	×	452	47%	58/100	939	199	37/100	32	93	4.2 ★★★★★	11	Personal Injury Attorney
9 1	'he Sawaya Law Firm	×	371	49%	58/100	751	145	32/100	33	72	4.4 *****	23	Personal Injury Attorney
9 •	larding & Associates, PC.	×	283	43%	53/100	388	35	26/100	19	27	4.9 ★★★★	2	Legal Services
9 •	farathon Law	×	59	35%	59/100	5	5	12/100	17	9	4.9 *****	14	Personal Injury Attorney
🛛 🖁	aw Office of Jennifer Jonaldson	×	165	39%	61/100	68	32	23/100	19	4	*****	10	Personal Injury Attorney
Q •	lowman & Chamberlain, LLC	×	177	47%	57/100	55	10	17/100	1	73	*****	24	Personal Injury Attorney
۰ 🍳	iohn R. Fuller, P.C.	× .	171	37%	59/100	11	4	10/100	11	18	4.6 ★★★★≯	5	Personal Injury Attorney
🌵 G	ierash Steiner, P.C.	× .	182	45%	61/100	56	17	18/100	20	1	*****	4	Law Firm

Local SEO Needs Improvement

Good job getting these setup

ISSUES:

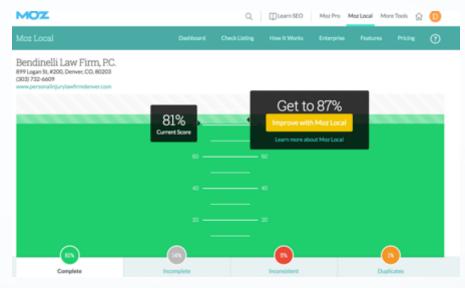
- Branding issues
- Confirm you have a different suite number than everyone else.
- Need more citations

PowerListings[®] Scan Results



Bendinelli Law Firm, P.C., 899 Logan St, Denver, CO, (303) 732-6609 (This lan't my business information)

	Business Name	Address	Phone
G Google view listing	Bendinelli Law Firm, P.C.	899 Logan St, Denver, CO 80203	3037326609
Yahoo view listing	Bendinelli Law Firm	899 Logan St	3037326609
Facebook view Esting	Bendinelli Law Firm, PC	899 Logan St, Denver, CO 80203	3037326609
b Bing view listing	Bendinelli Law Firm, P.C.	899 N Logan St Ste 200	3037326609
Selp Velp View listing	Bendinelli Law Firm	899 Logan St, Denver, CO 80203	3037326609
WhitePages	Bendinelli Law Firm, P.c.	899 N Logan St	8002886763
MapQuest view listing	Bendinelli Law Firm	899 Logan St # 200, Denver, CO 80203	3037326609
Superpages view listing	Bendinelli Law Firm, P.C.	899 Logan St Ste 200	3037326609
Citysearch	Bendinelli Law Firm, P.C.	899 Logan St # 200	3037326609
Foursquare view listing	Bendinelli Law Firm, P.C.	899 Logan St # 200, Denver, CO 80203	3037326609
DexKnows view listing	Bendinelli Law Firm, P.C.	899 Logan St Ste 200	3037326609
Insider Pages	Bendinelli Law Firm, P.C.	899 Logan St, Denver, CO 80203	3037326609
Credibility.com	Bendinelli Law Firm, P.C.	899 Logan St # 200, Denver, CO	3037326609



Note: Upcoming Class on Local SEO, Tuesday, March 7, 2017, 12:00 PM

Recommendations

Needs a lot of work

- 1. Need to improve on-site and off-site SEO
- 2. Could spend \$3,000 to \$7,000/month on SEO
- 3. Get social signals
- 4. Some low hanging fruit opportunities (wrongful death)

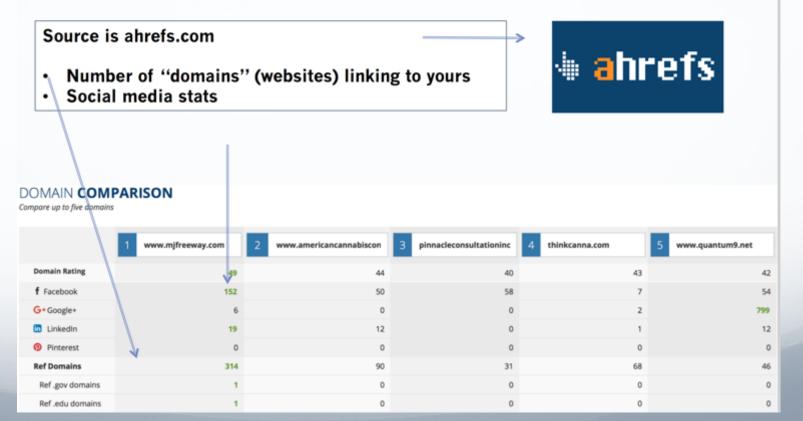
Links Acquisition and Social Media

MJFreeway

Due to PR and company history their domain authority and incoming links is higher than their competitors Recommendation:

- Add/Adjust On-site Content
- Targeted Links

Competitors-Off-Site, Links & Social Media



Recommendations

Mostly On-site, with targeted off-site.

- 1. On-Site
 - 1. Determine target keywords
 - 2. Add content
 - 3. Improve internal linking
 - 4. Strategic blogging
- 2. Off-Site
 - 1. Continue PR
 - 2. Targeted link acquisition

Off-Site Analysis

Significant Room for Improvement for Off-site Local SEO

- Some Missing
- Inaccuracies

 Need to go with your actual business name for your main listing Choose the most accurate listing **PowerListings Scan Results**

yext

Timber Ridge Properties Verified 601 S Broadway, Denver, CO, 80209 (303) 805-0300

TIMBER LLC 1350 17TH ST, STE 150, DENVER, CO, 80202 (303) 484-8925

Timber Ridge Properties Verified 9251 Wild Elk Pl, Parker, CO, 80134 (303) 805-0300

Timber Ridge Properties Verified 10940 S Parker Rd, Parker, CO, 80134 (303) 805-0300

Timber Ridge Properties 9251 Wild Elk Ct, Parker, CO, 80134 (303) 805-0300 Timber Ridge Properties, 9251 Wild Elk Ct, Parker, CO, (303) 805-0300 (This left my business information)

53% Error Rate

53% of the time customers

search for you, they will see incorrect information!

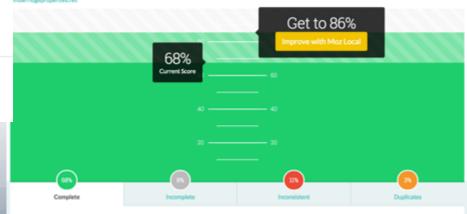
Business Name Address Special Offer Status Timber Ridge Properties Not standing Not Verified Through Yext Yahoo 9251 Wild Elk Pl 3038050300 10940 S Parker Rd. Parker, CO Facebook Timber Ridge 3038050300 Not standing X Wrong Address Properties Timber Ridge 3038050300 Not standing I Not Verified Through Yest Bing 9251 Wild Elk PI Properties

Continue

SCAN.

TRUSTe+

Fimber Ridge Properties 015 Broadway, Denver, CO, 80209 303 805-0300 Internideproperties, net



See how complete your listing is on each search engine

Recommendations

Mostly Local

- 1. Local SEO
 - 1. Remove incorrect addresses
 - 2. Integrate with website
 - 3. Increase citations
 - 4. Get reviews
- 2. Result
 - 1. In top 3 organic results (from bottom of first page) within 2 weeks

Exceptions

Examples:

- Amazon ۲
- Yelp ۲
- eBay •
- "Allstate" insurance •

How to Treat Them:

- Make note of these •
- Don't compare your site ۲ to these
- You can outrank these •
- They may be a good • place to be listed
- May need to focus on • local

Goode	e Sites	Google	denver personal injury lawyer	ه ه
			All News Maps Images Videos M	None Settings Tools
	All News Maps Videos Shopping More Settings Tools		About 749,000 results (0.90 seconds)	
	About 1,220,000 results (1.00 seconds) Local Personal Injury Lawyers - 24/7 Free Consultations (53) www.sawayalaw.com/ - Cont Wait To Get The Help You Need. Helping Victims Recover Since 1977. Services: Car Accident Claims, Huay Compensation Claim, Personal Injur A+ Rated Accelded Busines - B98.org		Steve Geta Results - RobinsonAndrienry.com 53: www.nobinsonandhenry.com/results - Award Winnig a Accident Lawyer. Trial tested Divorce - Child Support - Attorney James Garts - C 9 600 17th St #2800, Deriver, CO	Free case assessment. hild Custody
	Car Accident Help Motorcycle Accident C Pedestrian Injury Info Injury Compensation Personal Injury Lawyer - Free Case Evaluation - matterylaw.com		Personal Injury Lawyer - Free Case Evaluation - m <u>55</u> www.matteytaw.com/Contact-Uu/Free-Evalu- Heiping Accident Victims for 20+ Years. Our Four Top Rated Injury Lawyer - Maximize Your Settlem	is is You, Not Just Your
	(2) www.miatteylawi.com/Contact/Us/Free Evaluation ~ (303) 300-4600 Heiping Accident Victims for 20+ Years. Our Focus its You, Not Just Your Maximize Your Settlement - Top Rated Injury Lawyer		Personal Injury Attorney - Voted Best Law Firms U (25) www.dementrialswyen.com/ - Consults free until your case is worl Call a firm w Voted Super Lawyers - No cost unless you win	ith \$300+ million recove
	Buchus & Scharker - CD's Premier Injury Attorneys - coloradolaw.net (2) www.coloradolaw.net/Personalitipity/Attorneys - Call Colorados Top Personal Injury Attorneys 24/7 for a Free a Case RevL. Call Free 24/7 - We Are New For To Help You - Swing Att of Colorado - Chat Case Results - Firm Credentials - View All Practice Areas - Contact Us - Cl		S300+ Million Recovered - Community Involvemen Personal Injury Lawyer - D. Chadwick Calvert Law 555 www.dchadwickcalvertaw.com/Personalinju 99% Success Rate. 30 Years of Experience. Comp Se Habia Espanol - Compassionare Staff - A BB	Office rg/CentennialCO - assicante Staff, Call Us
	Los Angeles Auto Accident Lawyer - A Legal Team You Can Trust (21) www.westcoastrivialiawyers.com/Car-Accident/Lawyers - (213) 927-3700 Ranked #1 Personal Injury Firm. Free Consultations. No Fees Until We Win.			Esherier LSC
	Case Angeline Ressource Outro Angeli		Construction of Construction o	Z = A + M
	The statute of the st		Rating * Hours * Law Offices of Daniel R. Rosen	Sort by
	Rating * Hours *		4.8 • • • • • (21) · Personal Injury Attorney 2.0 mi · 1400 16th Street #400 · (303) 454-8000 Open 24 hours	WEBSITE DIRECTIO
	Los Angeles Personal Injury Attorney Law Corporation 4.9 ***** (40) · Personal Injury Attorney Los Angeles, CA · (310) 405-7111 Open 24 hours WEESITE DIRECTIONS		Bachus & Schanker LLC 4.2 **** (15) - Personal Injury Attorney 1.7 ml - 1899 Wynkoop St #700 - (303) 222-2222 Open und 9:00 PM	© ¢
	Law Offices of Daniel A. Gibalevich 4.9 +++++ (30) - Personal Injury Attorney Los Angeles, C. (223) 947-2224 Open 24 hours VEBSITE DIRECTIONS		Zaner Harden Law LLP 5.0 **** (59) - Law Firm 2.0 ml - 1610 Wynkoop St #120 - (303) 563-5354 Open until 8:00 PM	
	Wilshire Law Firm 4.8 •••••• (43) · Personal injury Attorney Los Angeles, CA · (213) 381-9988 Open 24 hours WEBSITE DIRECTIONS Open 24 hours		III More places	
	III More places		Find the best Personal Injury lawyer in Deriver, CO https://www.avvo.com + Find a lawyer + Colorado FREE detailed reports on 922 Personal Injury Atto Including disciplinary sanctions, peer endonseme	meys in Denver, Colorado
	Best Personal injury attorney in Los Angeles, CA - Yelp https://www.yelp.com/search?find. Personal-Hijkry-AttorneyLos-Angeles %2C Reviews on Personal Injury attorney in Los Angeles, CA - Law Offices Of Brian Breiher, West Coast Trial Lawyers, Elite Personal Injury, El Dabe Law Firm, Law		Including disciplinary sanctions, peer enconserve Daniel R. Rosen: Derver, Colorado Personal Injury www.danierrosen.com/ - Colorado personal Injury and accident attorney v and \$100+ million in settlements for clients. (303) consultation.	& Accident Attorney (th 30 years experience,
	Find the best Personal Injury lawyer in Los Angeles, CA - Arvo https://www.avvo.com - Find a lawyer - California - Los Angeles - FREE detailed reports on 3034 Personal injury Attorneys in Los Angeles, California including disciplinary sanctions, peer endorsements, and reviews.		The 10 Best Personal Injury Lawyers in Deriver, C/ https://deriver.thumbtack.com + C0 + Deriver - Aug 21, 2016 - Attorney, Law Offices of Randy B. Injury & Accident Attorney. Zaner Handen Law LU Offices of Jarrett J., Bension, Personal Injury & Crit	Corporon PC. Personal ?: Legal Services. Law

4 Q.

Large Sites

Examples:

- Amazon
- Yelp ۲
- eBay •
- "Allstate" insurance •

How to Treat Them:

- Make note of these
- Don't compare your site ۲ to these
- You can outrank these •
- They may be a good • place to be listed
- May need to focus on • local

Google	specialized bikes for sale	Google	auto insurance 👃 🔍						
	All Shopping Images News Maps More Settings Tools		All Maps News Images Shopping More Settings To						
	About 5,690,000 results (1.05 seconds)		About 44,300,000 results (1.15 seconds) Progressive Auto Insurance - Named #1 Insurance Website						
	Shop for specialized bikes for sale on Google Sponsored 0		(5) www.pooresuive.com/ * Shop Our Official She for Instant Auto Quotes & See How Much You Coul Retrings Exection 9.5/10 - Ease of purchase 9/10 - Website 8.5/10 - Berrice 8.5/10 - GEED Car Insurance - GEEDCoom All www.gebco.com/ * You could save over 5500 on Car Insurance. Get a free quotel Insurance coveres get. Auto, Montroycle, Home, Batt Ratings: Balection 9.5/10 - Ease of purchase 9.5/10 - Service 9/10 - Website 8.5/10 Get a Quote - Discounts - Motorcycle Insurance - 75 Veson of Savings - Jol All Androdolie Auto: National Auto, Quotes All www.country/Inancial.com/set6-Insurance Automatics and Savings - Jol Androdolie Auto: Vale Quote Vale COVINTY Financial Auto Quotes All www.country/Inancial.com/set6-Insurance Automatics Financial Or A Quick & Ease Quoter Todey, Vale CQUINTY Financial Auto Quotes All www.country/Inancial.com/set6-Insurance Automatics Financial Or A Quick & Ease Quoter Todey, Vale CQUINTY Financial Auto Quotes						
	Prarelio Dogra F8 Atroz 55,790.09 Melow John. @Nashbar Distance Control Cycles Binance Control Cycles Distance Control Cycles Binance								
	Specialized Bikes For Sale - specialized.com [5] www.specialized.com/Bikes - Official Site of Specialized Bikes And Accessories. Locate a Retailer! Collections: Roubaix, Pitch. Spic FSR, Fuse, Alez S-Card: Specialized Bicycle Components		Get A Quick Quick Nove: Save Up To 25% - Start Saving In Denver Country links To 5 Auto Insurance For Client Satisfaction – Insure.com Get A Quote - Car Insurance For Teens Fast, Easy Auto Insurance - You could save Big with Esurance Cgi www.esurence.com/Colorado ~ (877) 287 9027 Get a Personalized Quore Todge.						
Republic Cycles Boulder - Sales, Service and Repairs [2] www.republiccyclesboulder.com/ * Our goal is to create a lifelong bicycle relationship with our customers.	[5] www.republiccyclesbouider.com/ *		Auto Insurance & Car Insurance Quotes – Allstate https://www.allstate.com/wubo-Insurance.aspx - Custom/zode are Insurance coverage options, discourts galore and amazin features. Get a free online quote and speak to a dedicated Allstate apent.						
	specialized at Erik's Bike Shop www.erikabikeshop.com/specialized/search + Sale Items (238), Genders Specialized Used 2016 Tarmac Expert Disc Race Road Bike Specialized Used 2016 Rockhopper Base 29er Mountain Bike		Lander Broker - Strate - Strat						
	1) PA: 10 links / DA: 405813,298 links / @ kinkysis Specialized Bikes for Sale - BikeExchange.com		Pages Territory Athletes Insurance Territory Oracles Athletes Insurance Athletes Insuranc						
	Specialized drives for Sale* - drives/change.com https://www.bikeeschange.com/s/bikes/specialized + BikeExchange.com is the online marketplace for local bike shops and suppliers. Check out the		Rating * Hours * Sort by						
	selection today. 1) PA: 1 - 0 RDs DA: 28 - 36 RDs Ø Athabysis		State Farm: Sid Priday 4.3 ##### (7) - Auto Insurance Agency 1.6 mil: 2925 Inca St #15 - (303) 825-7909 WEBSITE DIRECTION Open until 5:00 PM						
	Specialized Bikes eBay www.ebay.com > Sporting Goods > Cycling > Bicycles > Specialized Bikes • Shop from the world's largest selection and best deals for Specialized Bikes Due to the want of	-	Alistate Insurance: J T Barthelemy 1 review - Insurance Agency 1.5 mil 1940 Blake St Ste 105 - (303) 948-9879 Open until 6:00 PM WEBSITE DIRECTION						
	another bike, fm putting a couple of mine up for sale. This has 2) PA: 472 intext / DA: 9510022785 links / OA: 9510022785 links / O kmbs		Stephanie Sponder - State Farm Insurance Agent 4.1 ##### (18) - Auto Insurance Agency 1.7 mil-671 E 19th Ave - (303) 744-0757 Open until 5:00 PM WEBSITE DIRECTN						
	Specialized: Clearance		III More places						
	https://www.specialized.com/us/en/clearance + My Account - Bike Registration - Bike Archive - Careers - About Us - Contact Us - Privacy Policy - Retailer Lozator - Test The Best - Specialized Foundation		Car Insurance, Auto Insurance Online Liberty Mutual https://www.libertymutual.com/auto -						
	3) PA: 35 6 links / DA: 78 2990.539 links / O kink ysi		Car Insurance from Liberty Mutual has never been more affordable. Get your free auto insurance quote today.						

Anomalies

High Ranking in Competitive Market-No links High Ranking-Not much content Local Presence-Bad Local Presence Keyword Rich Domains

Google sometimes brings back the least worst results.

Reach Out

Dan Stratford

- dan@stratexdigitalmarketing.comCell: 720-985-7945
- <u>StratexDigitalMarketing.com</u>
- •3461 Ringsby Court, Suite 435

•Denver, Colorado 80216