



STRATEX
digital marketing

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



Agenda

- 1 Analyzing Your Site
 - 2 Keywords, Rankings, Adwords Opportunity
 - 3 On-Site SEO
 - 4 Off-Site SEO, Social & Competitive Analysis

Site Value

- SEMRush
 - Site “Value”
 - Keyword Research
 - Competitive Research
 - Strategy
 - Keywords
 - Ad Spend

Site Value

ORGANIC SEARCH

78.8K +4% TRAFFIC

SEMrush Rank	21.8K
Keywords	52.1K +10%
Traffic Cost	\$45.4K -7%

PAID SEARCH

93 +21% TRAFFIC

Keywords	23 +44%
Traffic Cost	\$46 +18%

BACKLINKS

2.4K TOTAL BACKLINKS

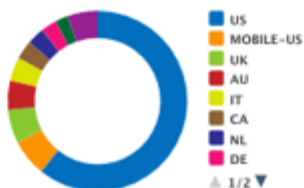
Referring Domains	366
Referring IPs	374

DISPLAY ADVERTISING

0 -100% ADS

Publishers	0	0%
Advertisers	0	-100%

ORGANIC KEYWORDS



ADS KEYWORDS



ORGANIC PAID Notes

1M 6M 1Y 2Y All Time



eriks bikeshop.com

Desktop

Mobile

Paid Search Positions for google.com database

TUTORIAL PDF

23

KEYWORDS

93

TRAFFIC

\$46

TRAFFIC COST

Traffic Keywords Traffic Cost Notes

1M 6M 1Y 2Y All Time



Target Keywords

<input type="checkbox"/>	Keyword	Pos.	Volume	KD	CPC (USD)	URL
<input type="checkbox"/>	bike shop	4 (3)	60,500	51.64	1.67	www.eriksbikeshop.com/
<input type="checkbox"/>	used bikes	1 (1)	5,400	54.94	0.92	www.eriksbikeshop_search
<input type="checkbox"/>	eriks bike shop	1 (1)	2,900	86.02	0.70	www.eriksbikeshop.com/
<input type="checkbox"/>	erika	1 (1)	2,400	50.99	0.32	www.eriksbikeshop.com/
<input type="checkbox"/>	bike shops near me	11 (12)	27,100	60.81	2.42	www.eriksbikeshop_s.aspx
<input type="checkbox"/>	specialized bikes for sale	1 (1)	1,900	68.41	0.43	www.eriksbikeshop_search
<input type="checkbox"/>	bianchi bikes	6 (6)	12,100	63.82	0.46	www.eriksbikeshop_l.aspx
<input type="checkbox"/>	specialized bikes	6 (5)	60,500	78.80	0.10	www.eriksbikeshop_s.aspx
<input type="checkbox"/>	bmw bikes for sale	6 (6)	12,100	74.10	0.52	www.eriksbikeshop_r.aspx
<input type="checkbox"/>	bike shops	5 (5)	12,100	48.66	2.07	www.eriksbikeshop.com/
<input type="checkbox"/>	erik's bike shop minneapolis	1	720	86.85	0.00	www.eriksbikeshop.com/
<input type="checkbox"/>	used bikes for sale	2 (2)	4,400	68.69	0.65	www.eriksbikeshop_search
<input type="checkbox"/>	specialized mountain bike	4 (4)	8,100	72.63	0.23	www.eriksbikeshop_search
<input type="checkbox"/>	bike store	5 (5)	9,900	52.41	1.24	www.eriksbikeshop.com/
<input type="checkbox"/>	specialized bikes	7 (8)	60,500	78.80	0.10	www.eriksbikeshop_search
<input type="checkbox"/>	bmw bikes for sale	7 (7)	12,100	74.10	0.52	www.eriksbikeshop_Search
<input type="checkbox"/>	eriks bike	1 (1)	590	85.01	0.20	www.eriksbikeshop.com/
<input type="checkbox"/>	erik the bike man	1 (1)	590	85.15	0.72	www.eriksbikeshop.com/
<input type="checkbox"/>	eriks bikes	1 (1)	590	88.72	0.29	www.eriksbikeshop.com/
<input type="checkbox"/>	erik the bike man	1 (1)	590	88.05	0.00	www.eriksbikeshop.com/
<input type="checkbox"/>	eriks bike shop	1 (1)	590	90.20	0.87	www.eriksbikeshop.com/
<input type="checkbox"/>	erik's bike shop hours	1	590	87.55	0.55	www.eriksbikeshop.com/
<input type="checkbox"/>	e bike	34 (36)	673,000	64.94	0.91	www.eriksbikeshop_p.aspx

PAID SEARCH POSITIONS 1 - 23 (23)

Filter by keyword [Advanced Filters](#)

<input type="checkbox"/>	Ad	Keyword	Pos.	Block	Volume	CPC (USD)	URL
<input type="checkbox"/>		la pierre bikes	1		880	0.57	www.eriksbikeshop_pierre
<input type="checkbox"/>		bike source overland park	1		390	0.35	www.eriksbikeshop_d-park
<input type="checkbox"/>		bike source overland park	2 (1)		390	0.35	www.eriksbikeshop_store
<input type="checkbox"/>		bike source leawood	1		210	0.47	www.eriksbikeshop_store
<input type="checkbox"/>		kansas city bike shops	1 (1)		140	0.00	www.eriksbikeshop_d-park
<input type="checkbox"/>		lapierre zealy 414	1		70	0.00	www.eriksbikeshop_pierre
<input type="checkbox"/>		bicycle repair kansas city	1		70	2.48	www.eriksbikeshop_s-city
<input type="checkbox"/>		bikesource overland park	1 (1)		70	0.90	www.eriksbikeshop_store
<input type="checkbox"/>		masi bikes ny	2		50	0.00	www.eriksbikeshop_arance
<input type="checkbox"/>		bike shop overland park	1 (1)		50	0.00	www.eriksbikeshop_store
<input type="checkbox"/>		weller accessories	2		50	0.43	http://www.erik_vice-n
<input type="checkbox"/>		specialized crossrail disc for sale	4		50	0.45	http://www.eriks_reduct
<input type="checkbox"/>		trek bicycle store of kansas city	1		50	0.86	www.eriksbikeshop_s-city
<input type="checkbox"/>		sale bikes uk	4		40	0.00	http://www.eriks_reduct
<input type="checkbox"/>		graffon stores	1		30	0.02	www.eriksbikeshop.com/
<input type="checkbox"/>		bike helmet online	3 (3)		10	1.09	www.eriksbikeshop_elmets
<input type="checkbox"/>		specialized bs pro road shoe	6 (2)		10	0.02	www.eriksbikeshop_hshoes
<input type="checkbox"/>		specialized expert mtb shoes	1 (1)		10	0.00	www.eriksbikeshop_hshoes
<input type="checkbox"/>		specialized mtb helmets	6 (2)		10	1.54	www.eriksbikeshop_elmets
<input type="checkbox"/>		specialized s-works evade aero helmet	3 (3)		10	0.00	www.eriksbikeshop_elmets
<input type="checkbox"/>		specialized holbrook 16 coaster boys	2 (2)		10	0.22	www.eriksbikeshop_lings
<input type="checkbox"/>		s works evade for sale	1 (1)		10	0.00	www.eriksbikeshop_elmets
<input type="checkbox"/>		specialized air force 3 helmet	4 (4)		10	0.00	www.eriksbikeshop_elmets

Strategy Development



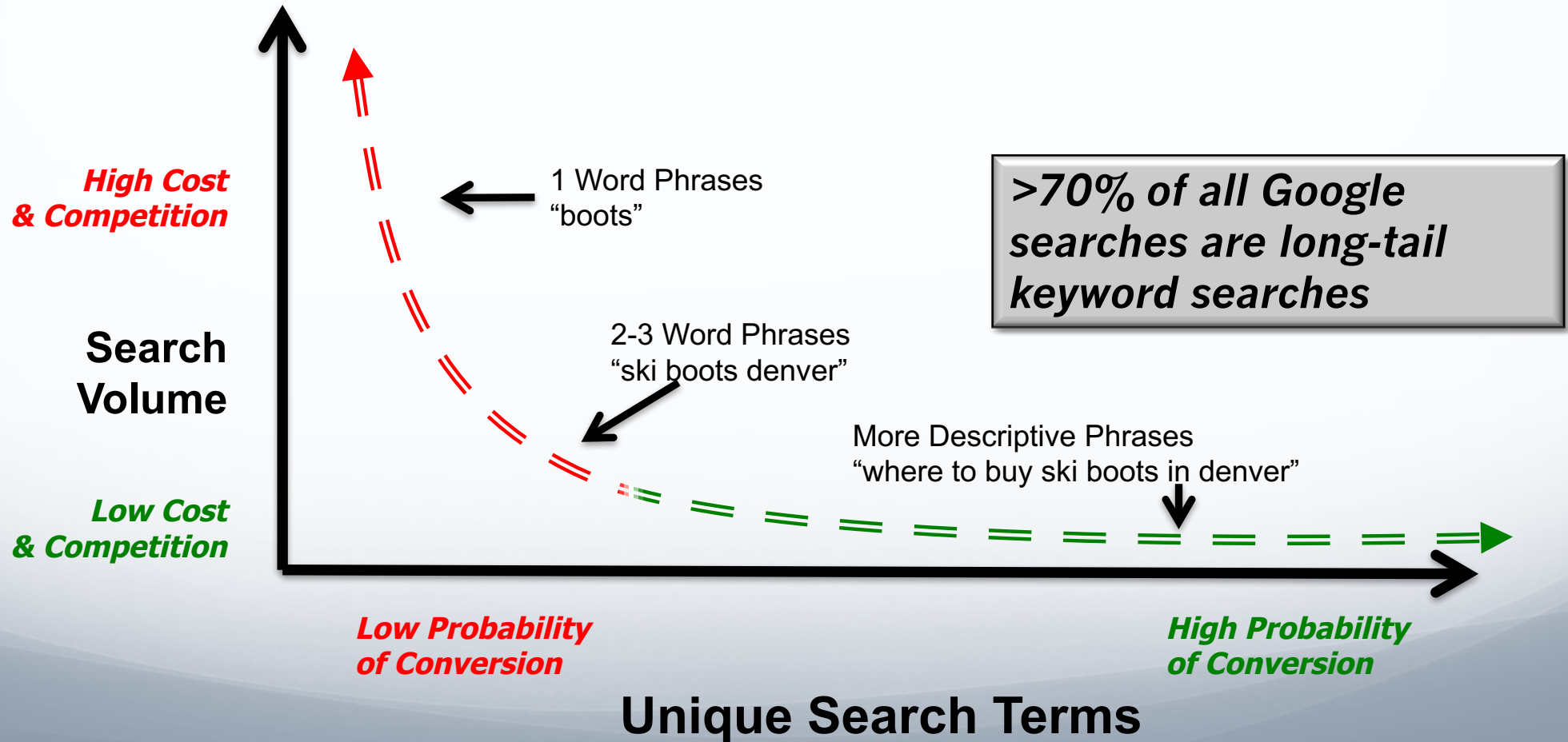
Step 1: Keyword Research

- 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



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

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

wrongful death lawyer denver	11	90		
denver wrongful death lawyers	14	90	denver wrongful death attorney	11 (10) 30
denver wrongful death lawyer	15 (9)	30		

Adwords Opportunity

Estimated Best Case Scenario*

Cost Per Click:	\$25
Conversions to Lead:	17%
Cost Per Lead	\$141
Conversions to Sale Rate	15%
Cost Per Acquisition:	\$940

Estimated Worst Case Scenario*

Cost Per Click:	\$200
Conversions to Lead:	5%
Cost Per Lead	\$4,000
Conversions to Sale Rate	5%
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	Conv/Lead		Leads	Cost/Lead	Conv/Sale/Rate	Sales	Cost/Acquisition
					Budget	/Rate					
denver personal injury attorney	480	\$200.63	8%	38	\$7,704.19	5%	1.92	4012.6	10%	0.19	\$40,126.00
personal injury attorney denver	390	\$172.51	8%	31	\$5,382.31	5%	1.56	3450.2	10%	0.16	\$34,502.00
denver personal injury lawyer	320	\$150.01	8%	26	\$3,840.26	5%	1.28	3000.2	10%	0.13	\$30,002.00
personal injury lawyer denver	210	\$170.69	8%	17	\$2,867.59	5%	0.84	3413.8	10%	0.08	\$34,138.00
personal injury attorney denver co	210	\$114.23	8%	17	\$1,919.06	5%	0.84	2284.6	10%	0.08	\$22,846.00
personal injury lawyer denver co	210	\$100.00	8%	17	\$1,680.00	5%	0.84	2000	10%	0.08	\$20,000.00
denver car accident attorney	140	\$220.23	8%	11	\$2,466.58	5%	0.56	4404.6	10%	0.06	\$44,046.00
denver car accident lawyer	140	\$37.89	8%	11	\$424.37	5%	0.56	757.8	10%	0.06	\$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	3009.6	10%	0.04	\$30,096.00
car accident attorney denver co	90	\$200.32	8%	7	\$1,442.30	5%	0.36	4006.4	10%	0.04	\$40,064.00
auto accident attorney denver	90	\$196.76	8%	7	\$1,416.67	5%	0.36	3935.2	10%	0.04	\$39,352.00
personal injury lawyer denver colorado	90	\$165.01	8%	7	\$1,188.07	5%	0.36	3300.2	10%	0.04	\$33,002.00
denver personal injury lawyers	90	\$116.02	8%	7	\$835.34	5%	0.36	2320.4	10%	0.04	\$23,204.00
denver dog bite lawyer	90	\$100.00	8%	7	\$720.00	5%	0.36	2000	10%	0.04	\$20,000.00
wrongful death lawyer denver	90	\$100.00	8%	7	\$720.00	5%	0.36	2000	10%	0.04	\$20,000.00
denver wrongful death lawyers	90	\$100.00	8%	7	\$720.00	5%	0.36	2000	10%	0.04	\$20,000.00
denver personal injury attorneys	90	\$100.00	8%	7	\$720.00	5%	0.36	2000	10%	0.04	\$20,000.00
denver colorado personal injury attorneys	90	\$100.00	8%	7	\$720.00	5%	0.36	2000	10%	0.04	\$20,000.00
denver auto accident attorney	90	\$90.01	8%	7	\$648.07	5%	0.36	1800.2	10%	0.04	\$18,002.00
Totals and Averages	4650	\$137.85	8%	372	\$51,278.66	5%	18.6	\$2,757	10%	1.86	\$27,569.17

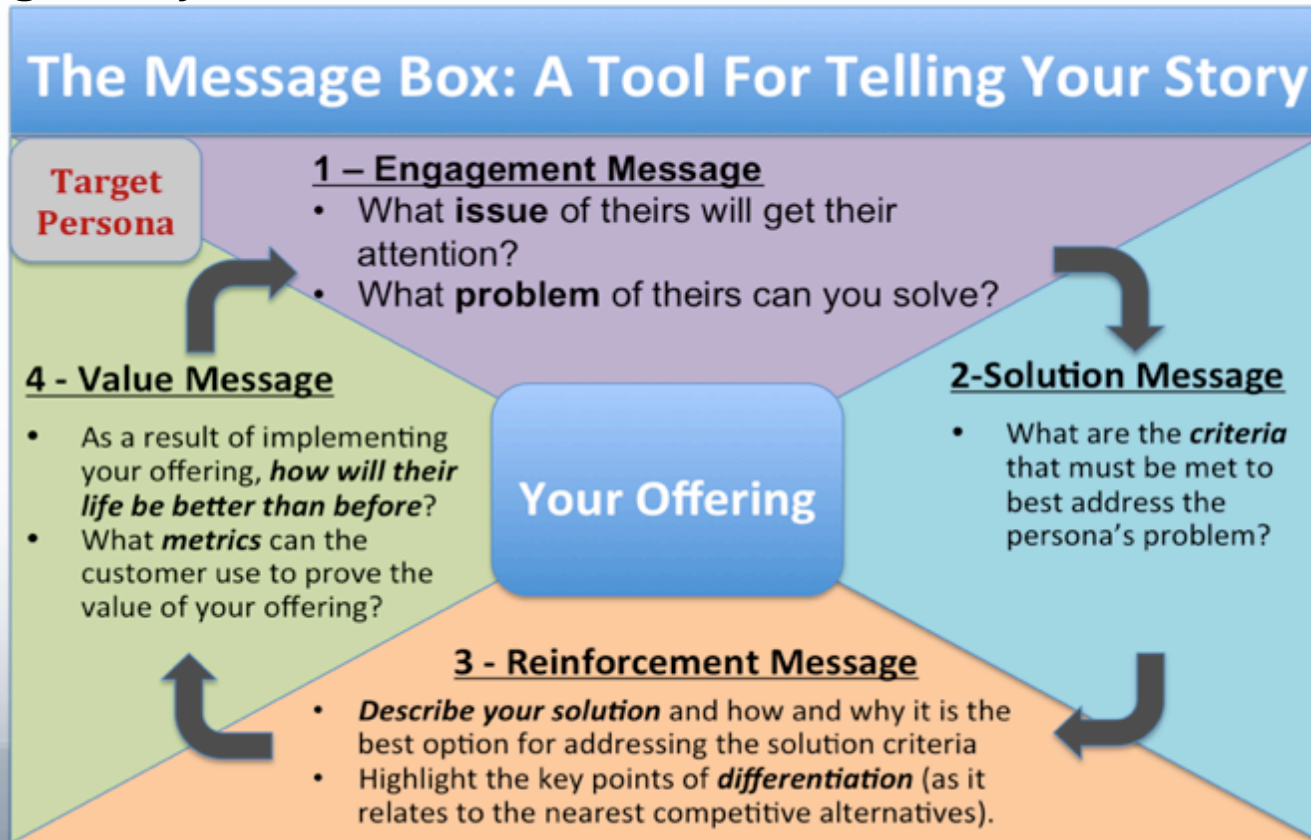
Step 2: Site Audit

- Messaging & Design
- Content
- SEO Factors

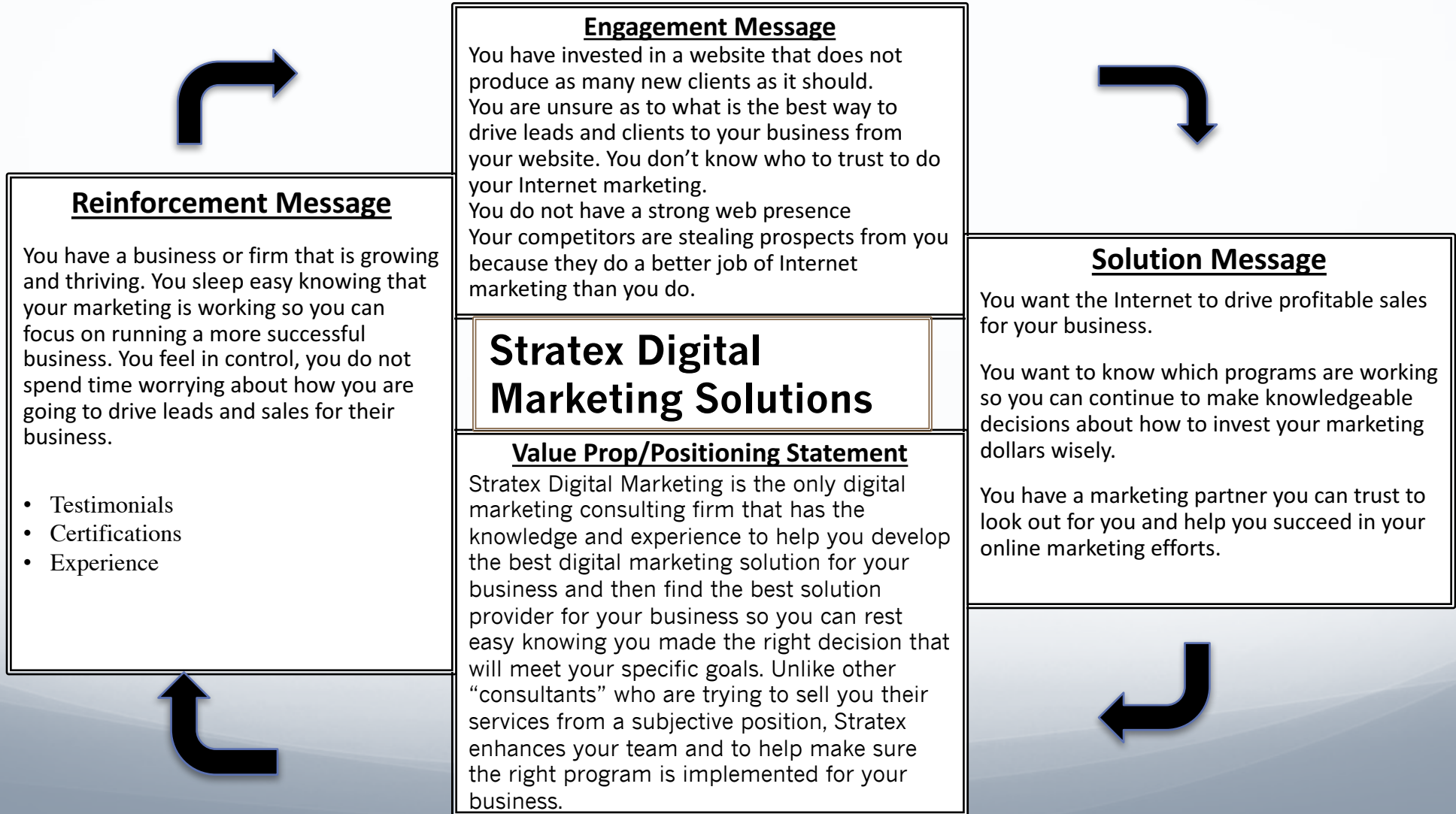
Step 2: Website Audit - Messaging

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

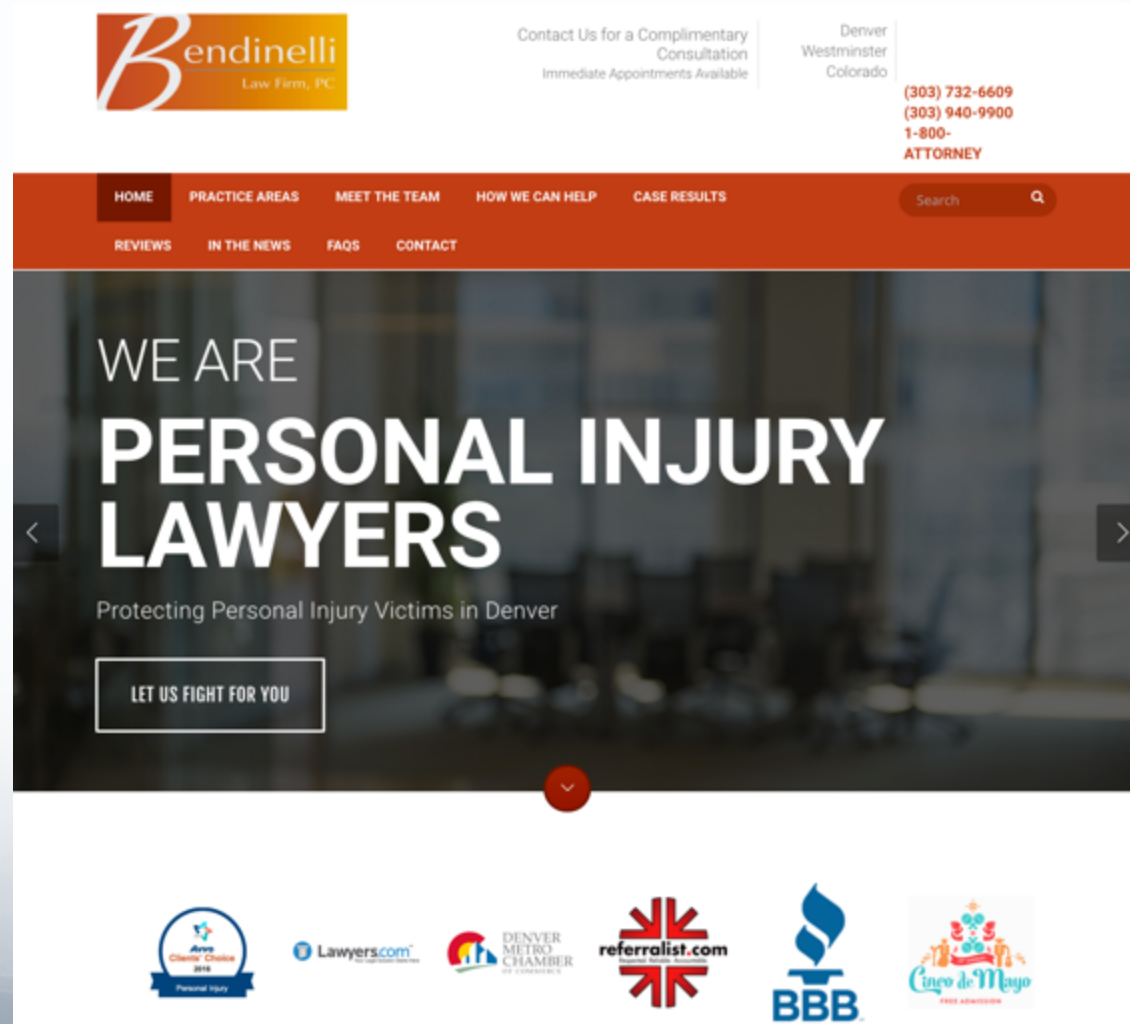


Website Audit

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



MOZ-White Board Fridays

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



By: Rand Fishkin

What Should I Put on the Homepage? - Whiteboard Friday

Whiteboard Friday

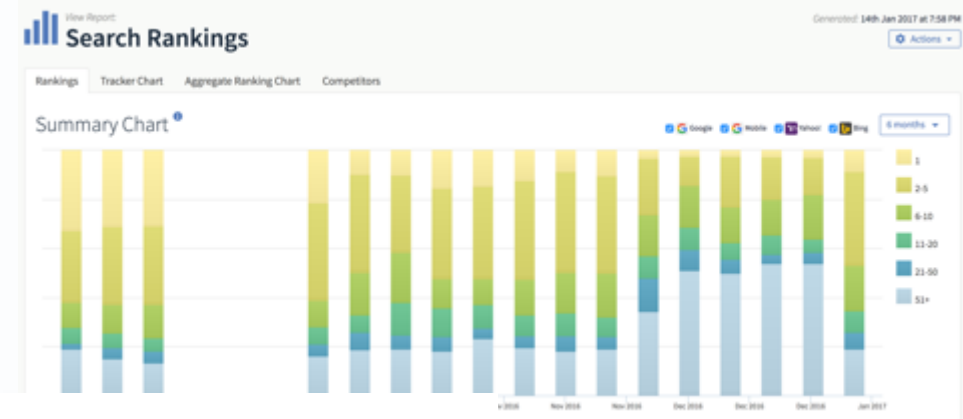


Enough Page Content?

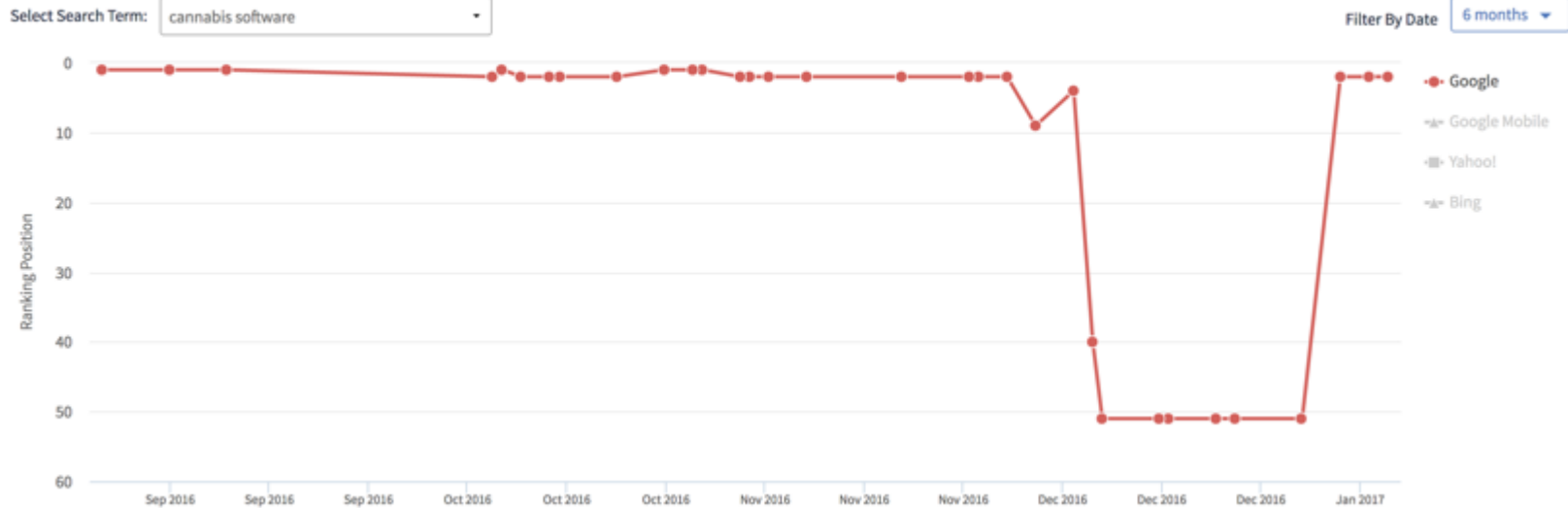
- Average number of words of landing pages that rank on the first page of Google:
- Over 2,000
- Yikes!

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

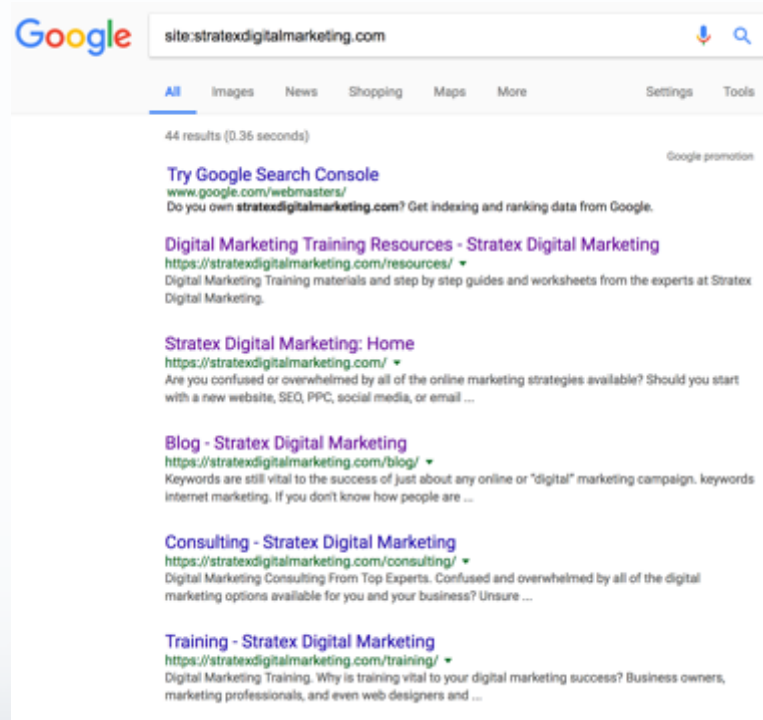
1st Tuesday in February
Here from noon to 1:30

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: <https://developers.google.com/speed/pagespeed/insights/>
- Thin Content Checker (Panda):
<https://robhammond.co/tools/panda>
- Duplicate Content Checker:
<http://www.siteline.com/>
- Mobile Friendly:
<https://search.google.com/search-console/mobile-friendly>
- Number of Indexed Pages:
Google Search: site:domain.com

Indexed Pages:

See how many
pages.
See your title
and meta data



Google site:stratexdigitalmarketing.com

All Images News Shopping Maps More Settings Tools

44 results (0.36 seconds)

Google promotion

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

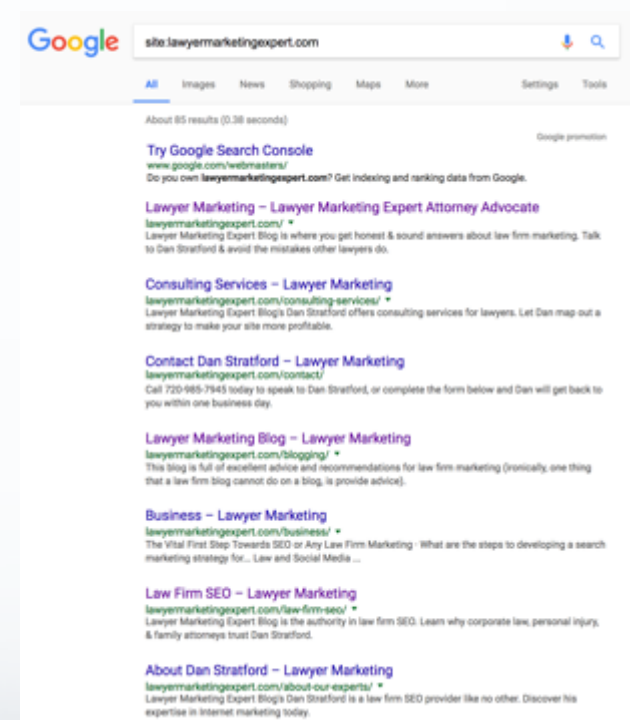
Digital Marketing Training Resources - Stratex Digital Marketing
<https://stratexdigitalmarketing.com/resources/> ▼
Digital Marketing Training materials and step by step guides and worksheets from the experts at Stratex Digital Marketing.

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, SEO, PPC, social media, or email ...

Blog - Stratex Digital Marketing
<https://stratexdigitalmarketing.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 vital to your digital marketing success? Business owners, marketing professionals, and even web designers and ...



Google site:lawyermarketingexpert.com

All Images News Shopping Maps More Settings Tools

About 85 results (0.38 seconds)

Google promotion

Try Google Search Console
www.google.com/webmasters/
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.

Consulting Services - Lawyer Marketing
lawyermarketingexpert.com/consulting-services/ ▼
Lawyer Marketing Expert Blog's Dan Stratford offers consulting services for lawyers. Let Dan map out a strategy to make your site more profitable.

Contact Dan Stratford - Lawyer Marketing
lawyermarketingexpert.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.

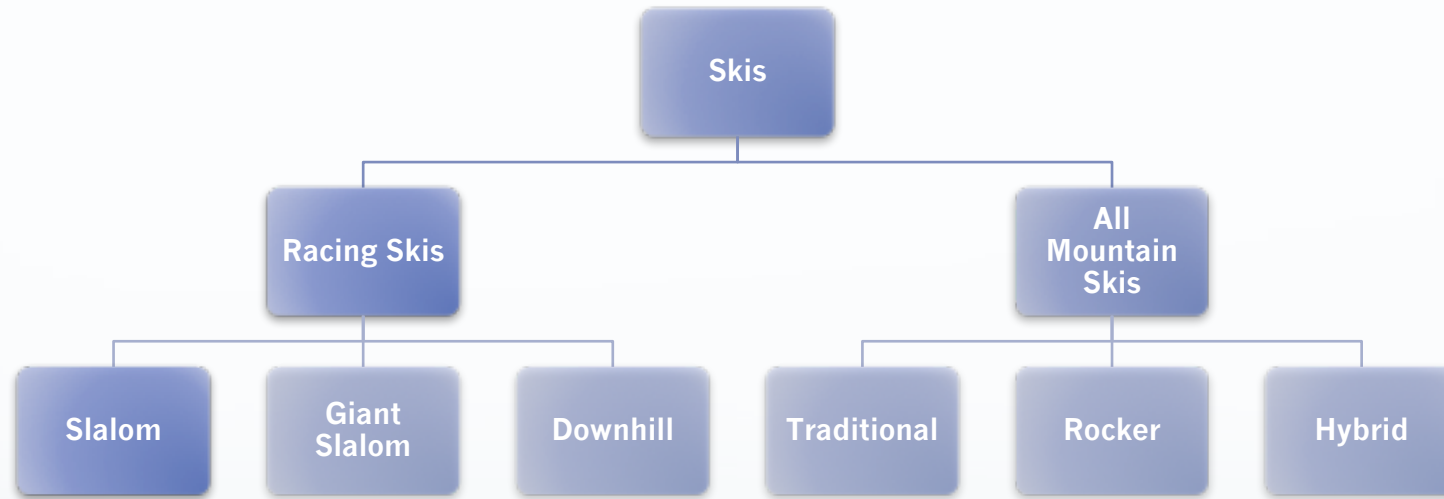
Lawyer Marketing Blog - Lawyer Marketing
lawyermarketingexpert.com/blogging/ ▼
This blog is full of excellent advice and recommendations for law firm marketing (ironically, one thing that a law firm blog cannot do on a blog, is provide advice).

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

Law Firm SEO - Lawyer Marketing
lawyermarketingexpert.com/law-firm-seo/ ▼
Lawyer Marketing Expert Blog is the authority in law firm SEO. Learn why corporate law, personal injury, & family attorneys trust Dan Stratford.

About Dan Stratford - Lawyer Marketing
lawyermarketingexpert.com/about-our-experts/ ▼
Lawyer Marketing Expert Blog's 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 www.domain.com/racing-skis-denver, 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

Denver PI Law Firm

- Losing Links
- Link profile looks dated.
- Need more “branded” links



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

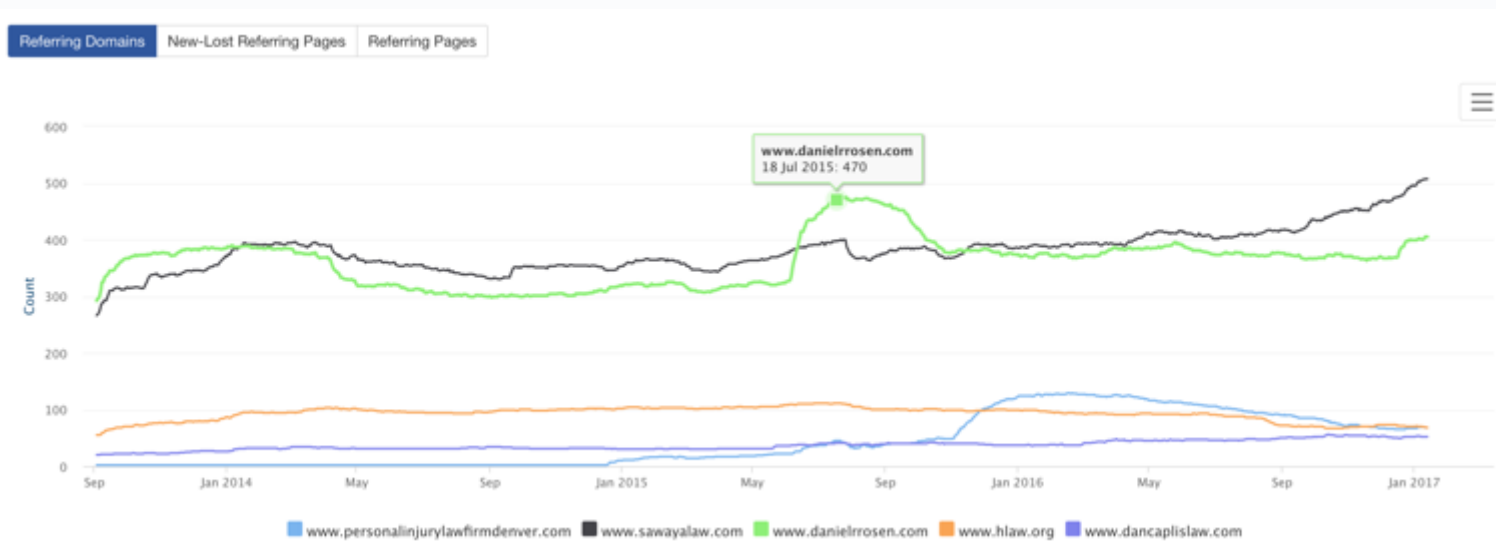
3 www.danielrosen.com

4 www.hlaw.org

5 www.dancaplislaw.com

Compare

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



Link Profile

Anchors cloud ⁱ

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% sawyalaw.com 3%

Anchors cloud ⁱ

law offices of daniel r. rosen 8% <http://www.danielrosen.com/> 7%
<http://www.danielrosen.com/colorado-springs-accident-lawyer/> 4%
<http://www.danielrosen.com/greeley-personal-injury-lawyer/> 4% www.danielrosen.com 4% w
<http://www.danielrosen.com> 3% call us today for a free consultation! 3% [<a>no text](#) 2%
[danielrosen.com](http://www.danielrosen.com) 2%

Anchors cloud ⁱ

<http://www.mydenveraccidentlawfirm.com> 14%
www.mydenveraccidentlawfirm.com 11%
2015-07-13_18-07-21 9% logo 9% website 9%
levine law, llc 8% [mydenveraccidentlawfirm.com](http://www.mydenveraccidentlawfirm.com) 6% visit website 6%
[<a>no text](#) 3% <http://www.mydenveraccidentlawfirm.com/> 3%

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.danielrosen.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.danielrosen.com/	29	40	
4 Organic	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	
6 Organic	https://denver.thumbtack.com/personal-injury-lawyers/	84	1	
7 Organic	http://www.hlaw.org/	27	38	
8 Organic	https://www.dancaplislaw.com/	25	37	
9 Organic	http://www.denveraccidentlawyer.com/	13	26	
10 Organic	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				
0.3Ad	n/a		n/a	n/a
Rank Type	URL		DA	PA
0.4Local	http://www.andersonhemmat.com/		n/a	n/a
0.5Local	http://www.hlaw.org/		n/a	n/a
0.6Local	http://www.danielrosen.com/		n/a	n/a
1Organic	http://www.danielrosen.com/areas-of-practice/car-accidents/		29	36
2Organic	http://www.hlaw.org/		27	38
3Organic	https://www.sawayalaw.com/		34	45
	http://lawyers.findlaw.com/lawyer/firm/motor-vehicle-accidents-plaintiff/denver/colorado		90	37
4Organic	https://fdazar.com/		34	39
5Organic	http://www.mydenveraccidentlawfirm.com/		20	32
6Organic	https://mcdivittlaw.com/auto-accident-lawyer/		33	19
7Organic	http://www.coloradolaw.net/practice-area/auto-accidents/		38	39
8Organic	https://www.injurylawcolorado.com/practice-car-accidents.html		30	35
9Organic	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...

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.

Top 10 results for 'denver personal injury attorney'

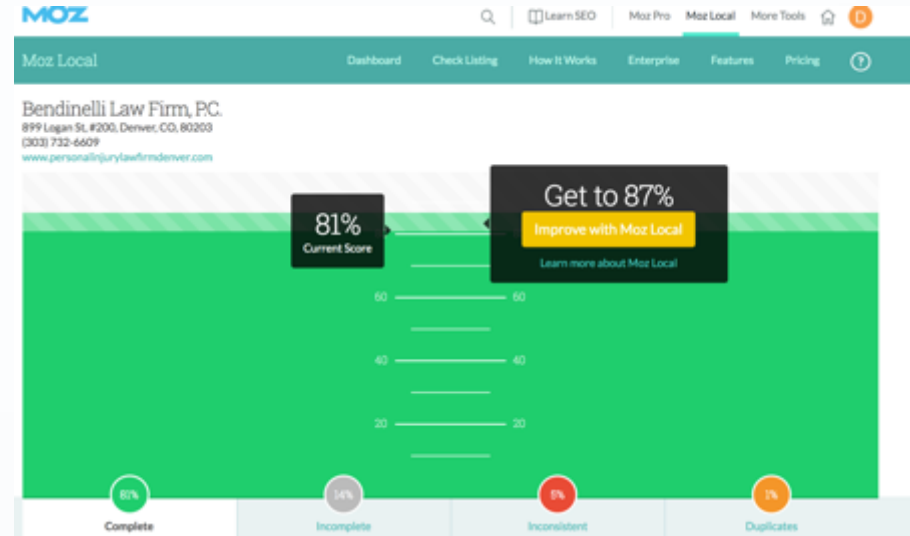
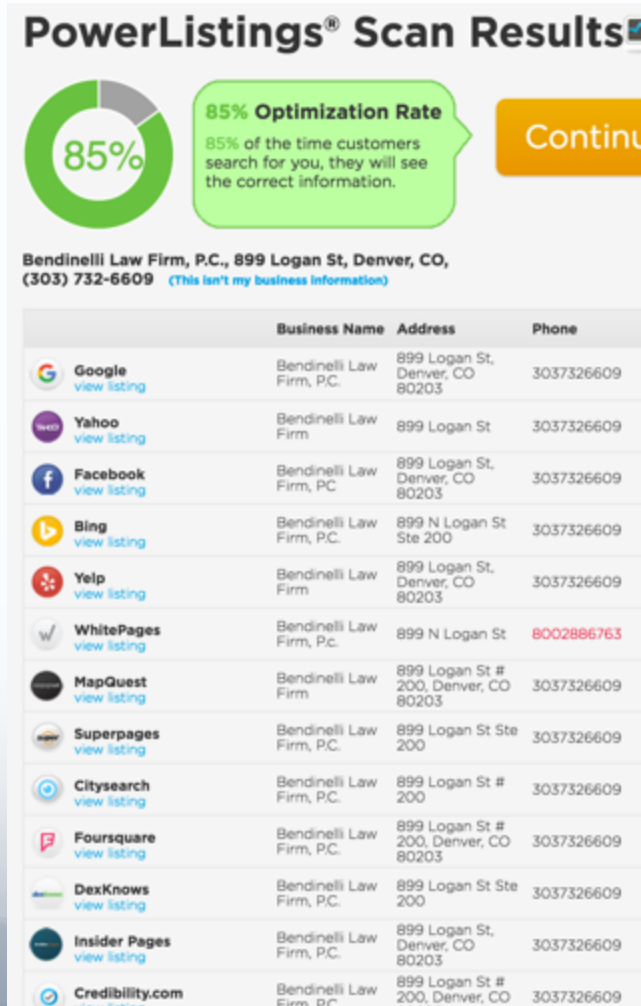
Rank	Business Name	Verified	Citations	Top Citations (%)	Citations Authority	Links	Linking Domains	Website Authority	Majestic C-Flow	Review Count	Star Rating	Photos	Categories
>50	The Bendinelli Law Firm, P.C.	✓	125	39%	55/100	248	15	18/100	26	11	4.5 ★★★★★	23	Personal Injury Attorney
1	Law Offices of Daniel R. Rosen	✓	216	39%	56/100	483	119	27/100	26	20	4.7 ★★★★★	5	Personal Injury Attorney
2	Zaner Harden Law LLP	✓	271	43%	55/100	236	194	39/100	23	57	5 ★★★★★	23	Law Firm
3	Bachus & Schanker LLC	✓	452	47%	58/100	939	199	37/100	32	93	4.2 ★★★★★	11	Personal Injury Attorney
4	The Sawaya Law Firm	✓	371	49%	58/100	751	145	32/100	33	72	4.4 ★★★★★	23	Personal Injury Attorney
5	Harding & Associates, P.C.	✓	283	43%	53/100	388	35	26/100	19	27	4.9 ★★★★★	2	Legal Services
6	Marathon Law	✓	59	35%	59/100	5	5	12/100	17	9	4.9 ★★★★★	14	Personal Injury Attorney
7	Law Office of Jennifer Donaldson	✓	165	39%	61/100	68	32	23/100	19	4	5 ★★★★★	10	Personal Injury Attorney
8	Bowman & Chamberlain, LLC	✓	177	47%	57/100	55	10	17/100	1	73	5 ★★★★★	24	Personal Injury Attorney
9	John R. Fuller, P.C.	✓	171	37%	59/100	11	4	10/100	11	18	4.6 ★★★★★	5	Personal Injury Attorney
10	Gerash Steiner, P.C.	✓	182	45%	61/100	56	17	18/100	20	1	5 ★★★★★	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



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

Source is ahrefs.com

- Number of “domains” (websites) linking to yours
- Social media stats



DOMAIN COMPARISON

Compare up to five domains

	1 www.mjfreeway.com	2 www.americancannabiscon	3 pinnacleconsultationinc	4 thinkcanna.com	5 www.quantum9.net
Domain Rating	49	44	40	43	42
f Facebook	152	50	58	7	54
G+ Google+	6	0	0	2	799
in LinkedIn	19	12	0	1	12
Pinterest	0	0	0	0	0
Ref Domains	314	90	31	68	46
Ref .gov domains	1	0	0	0	0
Ref .edu domains	1	0	0	0	0

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

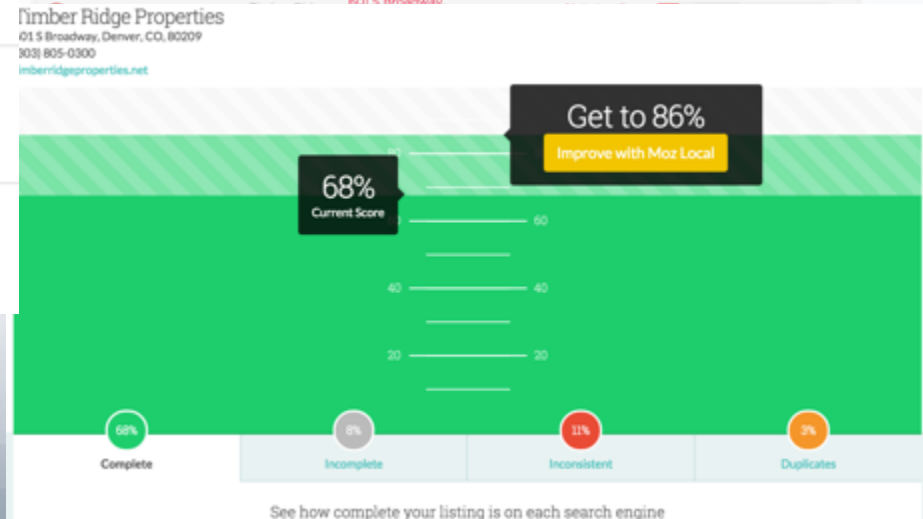
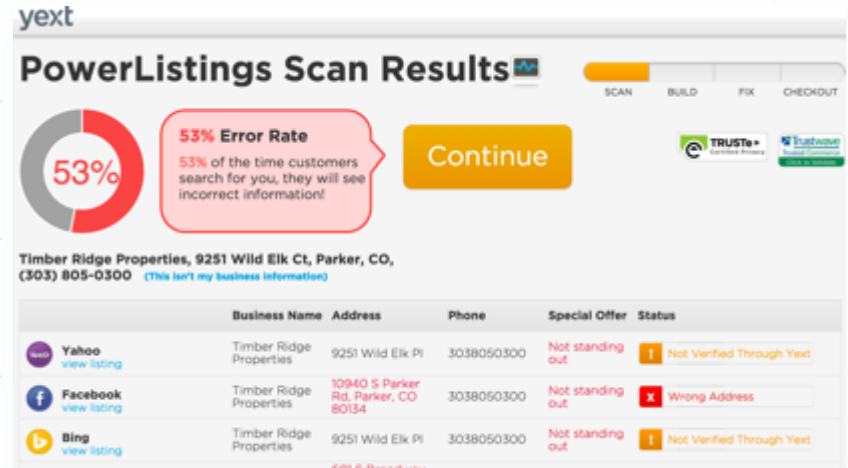
Timber Ridge Properties Verified
601 S Broadway, Denver, CO, 80209
(303) 805-0300

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



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

Large Sites

Examples:

- Amazon
- Yelp
- eBay
- “Allstate” insurance

How to Treat Them:

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

Google los angeles personal injury lawyer

All News Maps Videos Shopping More Settings Tools

About 1,220,000 results (1.00 seconds)

Local Personal Injury Lawyers - 24/7 Free Consultations
(5) www.sswaylaw.com/ • Don't Wait To Get The Help You Need. Helping Victims Recover Since 1977. Services: Car Accident Claims, Injury Compensation Claim, Personal Injury... An Rated Accredited Business - b5d.org
Car Accident Help Motorcycle Accident C...
Pedestrian Injury Info Injury Compensation

Personal Injury Lawyer - Free Case Evaluation - mattheylaw.com
(5) www.mattheylaw.com/Contact-Us/Free-Evaluation • (303) 300-4600
Helping Accident Victims for 20+ Years. Our Focus is You, Not Just Your ...
Maximize Your Settlement - Top Rated Injury Lawyer

Bachus & Schanker - CO's Premier Injury Attorneys - coloradolaw.net
(5) www.coloradolaw.net/PersonalInjury/Attorneys • Call Colorado's Top Personal Injury Attorneys 24/7 for a Free Case Revi...
Call Free 24/7 - We Are Here To Help You - Serving All of Colorado - Chat ...
Case Results - Firm Credentials - View All Practice Areas - Contact Us - CL...

Los Angeles Auto Accident Lawyer - A Legal Team You Can Trust
(5) www.westcoasttriallawyers.com/Car-Accident/Lawyers • (213) 927-3700
Ranked #1 Personal Injury Firm. Free Consultations. No Fees Until We Win.

Rating - Hours -

Los Angeles Personal Injury Attorney Law Corporation
4.9 ★★★★★ (40) - Personal Injury Attorney
Los Angeles, CA - (310) 405-7111
Open 24 hours WEBSITE DIRECTIONS

Law Offices of Daniel A. Gilevich
4.9 ★★★★★ (30) - Personal Injury Attorney
Los Angeles, CA - (323) 947-2224
Open 24 hours WEBSITE DIRECTIONS

Wilshire Law Firm
4.5 ★★★★★ (43) - Personal Injury Attorney
Los Angeles, CA - (213) 381-9988
Open 24 hours WEBSITE DIRECTIONS

More places

Best Personal Injury attorney in Los Angeles, CA - Yelp
<https://www.yelp.com/search?find=Personal+Injury+Attorney&Los+Angeles%2C...>
Reviews on Personal Injury attorney in Los Angeles, CA - Law Offices Of Brian Breiter, West Coast Trial Lawyers, Elite Personal Injury, El Dabe Law Firm, Law ...

Find the best Personal Injury lawyer in Los Angeles, CA - Avvo
<https://www.avvo.com> • Find a lawyer • California • Los Angeles •
FREE detailed reports on 3304 Personal Injury Attorneys in Los Angeles, California including disciplinary sanctions, peer endorsements, and reviews.

Google denver personal injury lawyer

All News Maps Images Videos More Settings Tools

About 749,000 results (0.90 seconds)

Steve Gets Results - RobinsonAndHenry.com
(5) www.robinsonandhenry.com/results • Award Winning Car Accident Lawyer. Trial tested. Free case assessment. Divorce - Child Support - Attorney James Garts - Child Custody
9 600 17th St #2800, Denver, CO

Personal Injury Lawyer - Free Case Evaluation - mattheylaw.com
(5) www.mattheylaw.com/Contact-Us/Free-Evaluation • Helping Accident Victims for 20+ Years. Our Focus is You, Not Just Your ...
Top Rated Injury Lawyer - Maximize Your Settlement

Personal Injury Attorney - Voted Best Law Firms U.S. News
(5) www.denvertriallawyers.com/ • Consults free until your case is won! Call a firm with \$300+ million recove...
Voted Super Lawyers - No cost unless you win
\$300+ Million Recovered - Community Involvement - Common Questions ...

Personal Injury Lawyer - D. Chadwick Calvert Law Office
(5) www.dchadwickcalvertlaw.com/PersonalInjury/CentennialCO • 99% Success Rate. 30 Years of Experience. Compassionate Staff. Call Us...
Se Habla Español - Compassionate Staff - A+ BBB Rated - Free Accident E...

Rating - Hours - Sort by -

Law Offices of Daniel R. Rosen
4.8 ★★★★★ (21) - Personal Injury Attorney
2.0 mi - 1400 16th Street #400 - (303) 454-8000
Open 24 hours WEBSITE DIRECTIONS

Bachus & Schanker LLC
4.2 ★★★★★ (95) - Personal Injury Attorney
1.7 mi - 1899 Wyndkoop St #700 - (303) 222-2222
Open until 9:00 PM WEBSITE DIRECTIONS

Zaner Harden Law LLP
5.0 ★★★★★ (50) - Law Firm
2.0 mi - 1610 Wyndkoop St #120 - (303) 563-5354
Open until 8:00 PM WEBSITE DIRECTIONS

More places

Find the best Personal Injury lawyer in Denver, CO - Avvo
<https://www.avvo.com> • Find a lawyer • Colorado • Denver •
FREE detailed reports on 922 Personal Injury Attorneys in Denver, Colorado including disciplinary sanctions, peer endorsements, and reviews.

Daniel R. Rosen: Denver, Colorado Personal Injury & Accident Attorney
www.danielrosen.com/ • Colorado personal injury and accident attorney with 30 years experience, and \$100+ million in settlements for clients. (303) 454-8000 for a free consultation.

The 10 Best Personal Injury Lawyers in Denver, CO 2017 - Thumbtack
<https://denver.thumbtack.com> • CO • Denver •
Aug 21, 2016 - Attorney. Law Offices of Randy B. Corporon PC. Personal Injury & Accident Attorney. Zaner Harden Law LLP. Legal Services. Law Offices of Jarrett J. Benson. Personal Injury & Criminal Defense LLC.

Large Sites

Examples:

- Amazon
- Yelp
- eBay
- “Allstate” insurance

How to Treat Them:

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

Google search results for "specialized bikes for sale". The search bar shows the query and a magnifying glass icon. Below the search bar, there are tabs for All, Shopping, Images, News, Maps, and More. The results show about 5,690,000 results in 1.05 seconds. A sponsored section titled "Shop for specialized bikes for sale on Google" displays six bicycle listings with images and prices. Below this, there are organic search results for "Specialized Bikes For Sale - specialized.com", "Republic Cycles Boulder - Sales, Service and Repairs", "specialized at Erik's Bike Shop", "Specialized Bikes for Sale - BikeExchange.com", "Specialized Bikes | eBay", and "Specialized: Clearance". Each result includes a snippet of text and a link to the website.

Google search results for "auto insurance". The search bar shows the query and a magnifying glass icon. Below the search bar, there are tabs for All, Maps, News, Images, Shopping, More, Settings, and Tools. The results show about 44,303,000 results in 1.15 seconds. A sponsored section titled "Progressive Auto Insurance - Named #1 Insurance Website" displays a snippet of text and a link to the website. Below this, there are organic search results for "GEICO Car Insurance - GEICO.com", "Affordable Auto Insurance - COUNTRY Financial Auto Quotes", "Fast, Easy Auto Insurance - You could save big with Esurance", "Auto Insurance & Car Insurance Quotes - Allstate", and a map showing local insurance agents. Each result includes a snippet of text and a link to the website.

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.com
- Cell: 720-985-7945
- StratexDigitalMarketing.com
- 3461 Ringsby Court, Suite 435
- Denver, Colorado 80216