

SURVEYING THE LANDSCAPE

How our SEO audit of a landscaping materials company's website revealed opportunities on every level

CLIENT

- ◇ Landscaping materials company looking to increase organic traffic and offsite sales

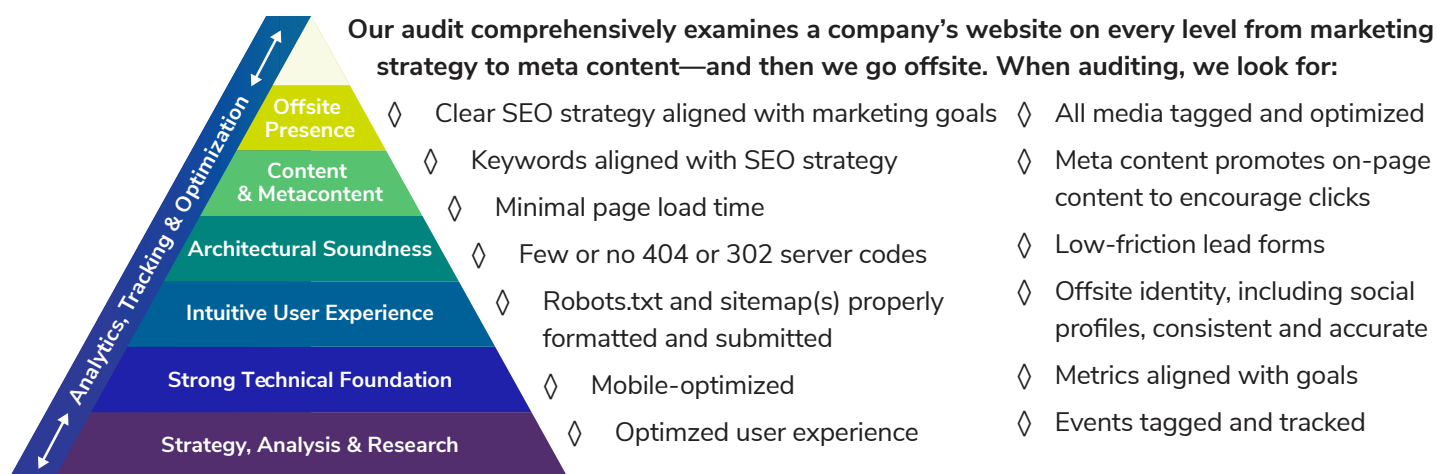
CHALLENGE

- ◇ Improving SEO to boost traffic while directing site users to and through conversion paths

SOLUTION

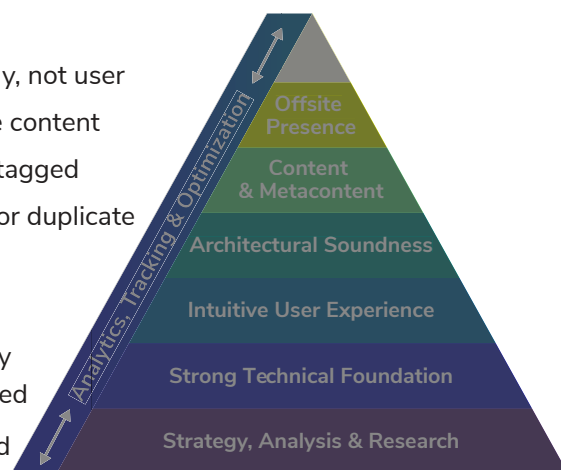
- ◇ Evaluated their website against our proven model for conversion-based site structure

AUDIT FINDINGS



However, when we examined the client's site, we found:

- ◇ Not aligned with marketing goals
- ◇ Keywords not aligned with goals or on-site content
- ◇ Very long page load times
- ◇ Many 404 and 302 pages
- ◇ Robots.txt and sitemap incorrect
- ◇ Not mobile-optimized
- ◇ Confusing navigation
- ◇ Inconsistent internal linking
- ◇ Content focused on company, not user
- ◇ High proportion of duplicate content
- ◇ Few images, none properly tagged
- ◇ Most meta content missing or duplicate
- ◇ Offsite identity inconsistent
- ◇ Friction in lead forms
- ◇ Analytics code inconsistently implemented; 1 metric tracked
- ◇ Events not tagged or tracked



A more superficial audit would have missed elements like marketing strategy and offsite identity. But our audit yielded a clear plan of action to improve every aspect of the client's website for improved traffic and conversions.



(un)Common Logic solves the hard problems in digital marketing by using data to uncover surprising details, then using human intelligence to leverage that information for uncommon results. Visit www.uncommonlogic.com or reach us directly at contactus@uncommonlogic.com.