Blackrockbenefits.com
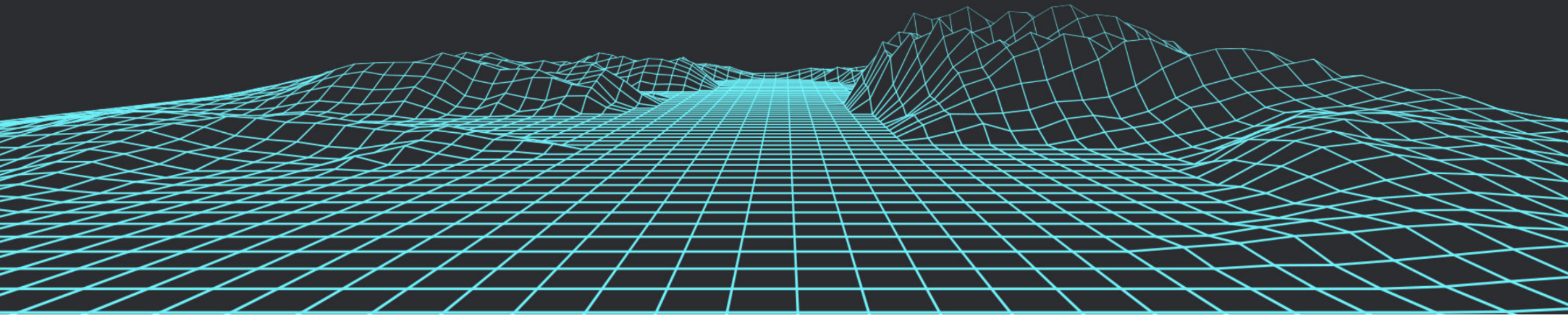
SEO Strategy Audit

BASE

SEARCH MARKETING

Overview

Improving the ranking and visibility of a website in search engine results pages (SERPs) is the goal of Search Engine Optimization (SEO). By implementing good and consistent SEO best practices that cover your bases, you increase your chances of maximizing your current SEO momentum.

The goal of the SEO strategy audit is to analyze the core aspects of a website's SEO strategy and provide insights on specific areas that require attention. Enhancing and maintaining these strategic points will improve the likelihood of Google displaying the site in relevant search results to the intended target audience.

What you can examine

What Google cares about

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Summary of Findings

To maximize the impact of your efforts, we identified the following fixes for your team to prioritize in your next development sprint.

Areas Examined	# of affected pages ▾
# of possible keywords to target for new content ideas based on the top 3 competitors in your space	59
Indexable pages to focus on for page speed improvements that score below the site's average	47
# of keywords with increasing keyword rankings over the last 3 months	44
# of keywords with decreasing keyword rankings over the last 3 months	29
# of title tags missing traffic-driving keywords	9
404 pages to consider redirecting	2
# of indexable pages missing title tags	0
# of non-indexable pages with 200 response codes	0
null	null

The following sections will provide more details on each areas that needs attention and passed our examination.

(To export the data listed in each table, click the three dots on the top right of each chart to export the data via CSV file).

New Content To Build

Knowing where your competition is seeing organic success can help you understand how to approach other areas of your SEO market.
Based on what was listed as your top 3 keywords, here are the terms you can consider building new content for that your competition ranks for, but you still need to.

Keyword ▾	Volume ...	Keyword difficulty	Cost per click	https://alturabe...	https://beehiveins...	https://www.b...
workers compensation insu...	150	4	25			7
utahmediagroup.com	40	4			9	
utah workers compensatio...	100	3	16			8
utah workers compensatio...	20	7	20			9
utah trucking insurance	20	0				4
utah surety bond	60	1	11			6
utah mini cobra	20	2			4	
utah medicare eligibility	10	61	8	5		
utah liability insurance	10	8	50			6
utah insurance agents	20	21	20			8
utah general liability insuran...	150	8				5

Next Step: Build at least 3 pieces of content that will be optimized for 3 new target keywords to expand your brand's authority in your SEO space.

Content To Target With Links

To ensure your brand's pages can effectively compete in targeted SERPs, it's crucial to capitalize on organic momentum. Building links is a simple way to achieve this. Here's a list of pages that have experienced positive organic momentum in the past 3 months, which you may want to consider for your next backlink campaign.

Keyword	Current URL	Previous position	Current position	Volume	KD	CPC	Position change ▾
health insurance for self emp...	https://blackrockbenefits.com/small-busines...	55	37	50	39	12.47	18
small business insurance utah	https://blackrockbenefits.com/small-busines...	54	48	80	8	49.78	6
benchmarking employee be...	https://blackrockbenefits.com/employee-be...	90	86	60	2	6.78	4
blackrock perks at work	https://blackrockbenefits.com/	65	61	20	7		4
utah health insurance broker	https://blackrockbenefits.com/utah-health-in...	10	7	80	12	10.64	3
group health insurance utah	https://blackrockbenefits.com/group-health-i...	14	12	30	8	25.6	2
small business health insura...	https://blackrockbenefits.com/small-busines...	8	6	100	12	23.56	2
how much is health insuranc...	https://blackrockbenefits.com/small-busines...	71	69	10	30	3.76	2
group health insurance in ut...	https://blackrockbenefits.com/group-health-i...	20	19	0	11	5.19	1
utah small business insurance	https://blackrockbenefits.com/small-busines...	35	34	60	8	45.18	1

Next Step: Include at least 3 of these pages + target keywords that have seen positive organic growth in your next backlink order.

Content To Optimize

With Google's ever-changing algorithm, it's crucial to identify the pages that may require more attention to align with what Google deems useful for searchers. Here are the pages that have experienced a decline in rankings in the past three months. By reoptimizing these piece of content, it will help them be able to match the search intent once more.

Keyword	Current URL	Previous position	Current position	Volume ▾	KD	CPC	Position change
group health insurance brok...	https://blackrockbenefits.com/health-insuran...	51	100	300	18	19.17	-49
blackrock rewards	https://blackrockbenefits.com/	60	61	250	1	0.62	-1
mybenefits utah	https://blackrockbenefits.com/	33	38	200	28	3.06	-5
what is considered full time i...	https://blackrockbenefits.com/employee-be...	29	37	100	2	0	-8
state of utah benefits	https://blackrockbenefits.com/employee-be...	18	70	100	13	0	-52
employee benefits benchm...	https://blackrockbenefits.com/employee-be...	87	95	90	2	5.55	-8
how do health insurance bro...	https://blackrockbenefits.com/utah-health-in...	70	82	90	18	6.76	-12
insurance broker utah	https://blackrockbenefits.com/utah-health-in...	22	27	70	15	12.06	-5
utah employee benefits	https://blackrockbenefits.com/employee-be...	5	9	70	2	7.37	-4
blackrock employee benefits	https://blackrockbenefits.com/	4	5	60	1	3.26	-1

Next Step: Order content optimizations for at least 3 of the pages listed above to help you retake the lost ground for the respective SERPs your team has been going after.

Pages Needing PageSpeed Improvements

Page speed has become a more prevalent [ranking](#) signal over the past couple of years. As such, we highly recommend making the necessary dev changes to the pages listed with page speed scores lower than the site's average.

Address	PSI Report	PSI Score Lower Than Average	Performance Score ▲
https://blackrockbenefits.com/deep-down-in-the-water/	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	32
https://blackrockbenefits.com/bret_harding_insurance_br...	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	33
https://blackrockbenefits.com/employee-benefits-utah/	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	43
https://blackrockbenefits.com/why-a-self-funded-health-p...	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	45
https://blackrockbenefits.com/	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	45
https://blackrockbenefits.com/human-capital-manageme...	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	47
https://blackrockbenefits.com/executive-benefit-plans-pla...	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	47
https://blackrockbenefits.com/hr-compliance-and-techno...	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	48
https://blackrockbenefits.com/hello-world/	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	49
https://blackrockbenefits.com/employee-benefits-bench...	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	49
https://blackrockbenefits.com/key-man-life-insurance/	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	49
https://blackrockbenefits.com/employee-benefit-benchm...	https://pagespeed.web.dev/report?url=https://blackrockbenefi...	Yes	49

Next Step: Examine the pages speed insight reports associated with each low page speed insight score URL to see what changes need to be put in place during the next dev sprint.

Title tags missing traffic-driving keywords to consider including

Google will sometimes rank pages for terms with better SEO value than the page's original keyword target. It's important to know when that happens so that you can take advantage of the momentum Google is giving that page to increase the overall flow of traffic to that particular page. The following list shows instances where this might be happening.

Crawled URL	Title Tag	Top Ranking KW	Vol	Diff	CPC	Est. Mo. Traffic From KW	Current Ranking	Found in Title Tag?
https://blackrockbenefits.com/services/	Problems We Solve - Blackrock B...	wesolve insurance r...	90	0	1.79	0	0	No
https://blackrockbenefits.com/about-us/	About Us - Blackrock Benefits	blackrock number o...	150	7	0	0	0	No
https://blackrockbenefits.com/group-h...	Group Health Insurance - Blackro...	group health insura...	30	8	25.6	1	14	No
https://blackrockbenefits.com/employe...	Utah Employee Benefits - Blackr...	what is considered f...	100	2	0	0	29	No
https://blackrockbenefits.com/utah-hea...	Utah Health Insurance Brokers - ...	insurance brokers in...	90	15	11.82	0	32	No
https://blackrockbenefits.com/health-in...	Health Insurance Broker Utah - Bl...	group health insura...	300	18	19.17	0	51	No
https://blackrockbenefits.com/	Home - Blackrock Benefits	blackrock rewards	250	1	0.62	0	60	No
https://blackrockbenefits.com/contact/	Contact - Blackrock Benefits	contact blackrock	60	9	1.5	0	61	No

Next Step: Examine these pages to see if it makes sense to include the traffic-driving keyword in the title of that page.

404 pages to consider redirecting

A 404 response code is a status code indicating that the server cannot find the requested resource or page. Google's indexing pipeline doesn't consider URLs that return a 4xx status code for indexing, and URLs that are already indexed and return a 4xx status code are removed from the index ([source](#)). This means that it's worth examining the pages returning a 404 response code to see if it's [worth fixing](#).

Address	Status Code ▾
https://blackrockbenefits.com/group_health_insurance_utah	404
https://blackrockbenefits.com/custom-designed-employee-benefit-plans/	404

Next Step: Examine these 404 pages listed above and identify possible 301 redirect targets to use in order to fix these broken pages.

Non-indexable pages with 200 response codes

Non-indexable pages are effectively invisible and irrelevant to Google. It is not uncommon for websites to have non-indexable pages. It becomes problematic when those non-indexable pages are ones that need to be crawled and indexed by Google in order to ensure they show up in the right SERPs. Typically these pages can be found among pages that are non-indexable while still giving a 200 response code.

CLEARED

Next Step: None at this time. Keep up the great work!

Indexable pages missing title tags

A <title> element tells both users and search engines what the topic of a particular page is ([source](#)). This means that if you have pages that are both indexable and missing title tags, you're looking at some low-hanging fruit opportunities for [improving your overall rankings](#) with Google by including an optimized title tag for each pages intended keyword target.

CLEARED

Next Step: None at this time. Keep up the great work!

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