

TEG_2021 SEO Audit

Overview

Goal: Increase website performance and the likelihood of being found by their intended audiences.

ON-PAGE SEO SCORE 86 GREAT	ORGANIC MONTHLY TRAFFIC 171 GREAT	ORGANIC KEYWORDS 169 GREAT	BACKLINKS 114 GREAT
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SEO ISSUES DISCOVERED	DIFFICULTY	SEO IMPACT
7 pages have a low word count What is this and how do I fix it?	Moderate	High
24 pages with no meta description What is this and how do I fix it?	Moderate	Medium
2 pages with a <title> tag that is too long What is this and how do I fix it?	Easy	Medium
2 pages with a <title> tag that is too short What is this and how do I fix it?	Easy	Medium

Strengths

- Site Speed is Great
- No Technical SEO Issues

Weaknesses

- 7 Pages with Low Word Count
- **Recommend: Adding keyword-focused content with higher word count**
 - **Also recommend updating current content on all other pages to include keywords**

https://www.evaluationgroup.com/evaluation-projects/gaining-early-awareness-and-readiness-for-undergraduate-programs-gear-up	164
https://www.evaluationgroup.com/evaluation-projects/teacher-and-school-leader-incentive-grant-tsl	164
https://www.evaluationgroup.com/evaluation-services/survey-development	189
https://www.evaluationgroup.com/evaluation-projects/national-science-	157

foundation	
https://www.evaluationgroup.com/evaluation-projects/magnet-schools-assistance-program-msap	179
https://www.evaluationgroup.com/evaluation-services/data-analysis	150
https://www.evaluationgroup.com/evaluation-projects/state-and-foundation-grants	130

- 24 Pages with No Meta Description
- **Recommend: Adding keyword-focused meta descriptions**

https://www.evaluationgroup.com/evaluation-partners
https://www.evaluationgroup.com/evaluation-projects
https://www.evaluationgroup.com/evaluation-services/data-analysis
https://www.evaluationgroup.com/evaluation-services/evaluation-tools
https://www.evaluationgroup.com/evaluation-projects/school-climate-transformation-sctg-and-elementary-and-secondary-school-counseling-essc
https://www.evaluationgroup.com/evaluation-projects/national-science-foundation
https://www.evaluationgroup.com/evaluation-services/data-visualization
https://www.evaluationgroup.com/evaluation-team/giving-back
https://www.evaluationgroup.com/evaluation-services/impact-studies
https://www.evaluationgroup.com/evaluation-services/data-management
https://www.evaluationgroup.com/evaluation-projects/state-and-foundation-grants
https://www.evaluationgroup.com/evaluation-services
https://www.evaluationgroup.com/evaluation-projects/professional-development-for-arts-educators-pdae-and-national-professional-development-ndp
https://www.evaluationgroup.com/evaluation-services/focus-groups
https://www.evaluationgroup.com/evaluation-services/technical-assistance
https://www.evaluationgroup.com/contact-us

https://www.evaluationgroup.com/evaluation-services/survey-development
https://www.evaluationgroup.com/evaluation-services/evaluation-feedback
https://www.evaluationgroup.com/evaluation-services/evaluation-design
https://www.evaluationgroup.com/evaluation-services/group-facilitation
https://www.evaluationgroup.com/evaluation-team
https://www.evaluationgroup.com/evaluation-services/data-collection
https://www.evaluationgroup.com/
https://www.evaluationgroup.com/evaluation-team/about

- 2 Pages with Long Title Tag
- **Recommend: Shorten title tags**

https://www.evaluationgroup.com/evaluation-projects/teacher-and-school-leader-incentive-grant-tsl	Teacher & School Leader Incentive Grant (TSL) The Evaluation Group
https://www.evaluationgroup.com/evaluation-projects/gaining-early-awareness-and-readiness-for-undergraduate-programs-gear-up	GEAR UP Evaluation Development and Services The Evaluation Group

- 2 Pages with Short Title Tag
- **Recommend: Lengthen title tags**

https://www.evaluationgroup.com/	The Evaluation Group
https://www.evaluationgroup.com/evaluation-team/about	About The Evaluation Group

Additional Recommendations

- Setup and monitor Google My Business (GMB) - Google My Business is essential for Local SEO as it enables your business listing to appear in local search results for queries specific to your products or services.
 - Once properly set up, update your address, hours of operation, phone number, and images to maximize GMB benefits

Competitor Analysis

Competitor	Website	Google My	Search Engine
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	Assessment	Business (GMB) Assessment	Optimization (SEO) Assessment														
Resource Associates	<p>Strengths:</p> <ul style="list-style-type: none"> Overall good on-page SEO Easy to follow content Good keyword strategy <p>Weaknesses:</p> <ul style="list-style-type: none"> Poor performance title tags image alt attributes not all links are readable <p>Notes:</p> <ul style="list-style-type: none"> Interesting Virtual Classroom Tour 	<ul style="list-style-type: none"> Does not have a GMB account 	<ul style="list-style-type: none"> Organic keywords - 1295 Organic monthly traffic - 2608 Domain score - 35 Backlinks - 7629 Ranked #1 for several grant writing keywords  <table border="1"> <caption>Keyword Positions</caption> <thead> <tr> <th>Position</th> <th>Keywords</th> </tr> </thead> <tbody> <tr> <td>Position 1</td> <td>22</td> </tr> <tr> <td>Position 2-5</td> <td>48</td> </tr> <tr> <td>Position 6-10</td> <td>122</td> </tr> <tr> <td>Position 11-20</td> <td>187</td> </tr> <tr> <td>Position 21-30</td> <td>84</td> </tr> <tr> <td>Position 31-100</td> <td>487</td> </tr> </tbody> </table>	Position	Keywords	Position 1	22	Position 2-5	48	Position 6-10	122	Position 11-20	187	Position 21-30	84	Position 31-100	487
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Position 6-10	122																
Position 11-20	187																
Position 21-30	84																
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Rockman et al	<p>Strengths:</p> <ul style="list-style-type: none"> no technical issues <p>Weaknesses:</p> <ul style="list-style-type: none"> Low word count on 215 pages 441 pages missing meta description overall poor on-page SEO Keyword strategy 	<ul style="list-style-type: none"> Does not have a GMB account 	<ul style="list-style-type: none"> Organic keywords - 1304 Organic monthly traffic - 388 Domain score - 38 Backlinks - 2402 Not ranked for any relevant keywords 														
Clover	<p>Strengths:</p>	<ul style="list-style-type: none"> Does not 	<ul style="list-style-type: none"> Organic keywords 														

	<ul style="list-style-type: none"> No technical issues <p>Weaknesses:</p> <ul style="list-style-type: none"> 5 Pages blocked from search engines 75 pages with low word count 92 pages no meta description Poor Keyword strategy 	have a GMB account	<p>- 179</p> <ul style="list-style-type: none"> Organic monthly traffic - 20 Domain score - 11 Backlinks - 15 Not ranked for any relevant keywords
EB Howard	<p>Weaknesses:</p> <ul style="list-style-type: none"> Keyword strategy 	<ul style="list-style-type: none"> Does not have a GMB account 	<ul style="list-style-type: none"> Organic keywords - 1529 Organic monthly traffic - 683 Domain score - 16 Backlinks - 527 Not ranked for any relevant keywords
ACT Investments	<p>Weaknesses:</p> <ul style="list-style-type: none"> Keyword strategy 	<ul style="list-style-type: none"> Does not have a GMB account 	<ul style="list-style-type: none"> Organic keywords - 34 Organic monthly traffic -5 Domain score - 6 Backlinks - 19 Not ranked for any relevant keywords

Keywords

Current Stats

ORGANIC KEYWORDS <small>?</small> 169	ORGANIC MONTHLY TRAFFIC <small>?</small> 171	DOMAIN AUTHORITY <small>?</small> 16	BACKLINKS <small>?</small> 114 NoFollow: 46
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Notes:

The evaluation keywords were very broad and results do not have anything to do with grants. It would lead to a lot of unqualified searches.

As far as saying specific types of grants, I think that's naturally going to be in the content and doesn't need to be part of strategy other than making sure to specifically state what types of grants they assist with. Also their copy could generally use some clarification in layman's terms.