

SEO Audit for Girlpower Marketing

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DOMAIN LEVEL INFORMATION

Website Quality Analysis

Domain-level rankings illustrate the amount of authority and relevance search engines give to a website. The more authority and relevancy a website has, the higher it appears on search engine results pages (SERPs). Below are website quality analyses of your website as well as websites of firms that are similar to yours.

Site	mozRank	mozTrust	Domain Authority	Raven QR
girlpowermarketing.com	3.9	4.1	29	50
goldpr.com	2.88	3.1	10	63
konnnectagency.com	4.5	4.5	35	44
ksutherlandpr.com	3.83	3.9	15	44
echomediapr.com	3.87	4.7	23	63
hunterpr.com	4.65	5.1	37	75
rachelkaypr.com	4.14	4.3	27	50
jsha.com	4.08	4.2	28	50
lanep.com	4.04	4.4	29	56
bigpicpr.com	3.18	3.3	19	50
jamiedunham.com	3.47	3.5	17	38
jamiedunham.wordpress.com	8.49	8.5	97	75
she-conomy.com	5.05	5.4	44	69
frankaboutwomen.com	4.14	4.3	27	50

mozRank represents a link popularity score. It reflects the importance of any given web page on the Internet. Pages earn MozRank by the number and quality of other pages that link to them. The higher the quality of the incoming links, the higher the MozRank. MozRank is calculated on a scale from 0 to 10. An "average" MozRank of what most people think of as a normal page on the Internet is around 3. The higher the rank, the better.

mozTrust is Moz's global link trust score. Receiving links from sources with inherent trust -- such as major university or government websites -- is a strong trust endorsement. MozTrust is scored on a scale from 0 to 10. The higher the rank, the better.

Domain Authority is a score (on a 100-point scale) that predicts how well a website will rank on search engines. Use Domain Authority when comparing one site to another or tracking the "strength" of your website over time. The higher the rank, the better.

Raven Tools Quality Rank is an average of 8 factors that influence how trustworthy a site is to search engines. This QA score will be between 1 and 100. The higher the rank, the better.

The better a site is optimized, the higher scores it will earn, causing the site to eventually rank higher in search engine results.

Current Backlinks to Website

Backlinks are links found on other websites that lead to your website. Although backlinks are not as crucial as they once were in SEO, backlinks to your website from quality websites are still good indicators to search engines that your website is an authority on its subject, thusly improving your overall rankings. On the other hand, backlinks to your website from spammy and/or inferior websites -- known as toxic backlinks -- can harm your rankings in search engines. Regular monitoring of backlinks is necessary to maintain the health of your website.

Website	Number of Backlinks
girlpowermarketing.com	242
goldpr.com	12
konnnectagency.com	21
ksutherlandpr.com	74
echomediapr.com	90

At present, you have, by far, the most number of backlinks to your website compared to the agencies local to you.

After researching your backlinks, we've determined that you have no toxic backlinks linking to your site. There are, however, a number of backlinks to your site that lead to pages that no longer exist. These links should be repaired.

Backlink URL	Target URL
http://amberpagewrites.com/tag/bad-advertising	http://www.girlpowermarketing.com/women_statistics.html
http://amberpagewrites.com/tag/shame-on-you-dr-pepper-and-vw	http://www.girlpowermarketing.com/women_statistics.html
http://amberpagewrites.com/2011/11/big-advertising-budgets-itty-bitty-min-ds.html	http://www.girlpowermarketing.com/women_statistics.html
http://amberpagewrites.com/2011/11/page/3	http://www.girlpowermarketing.com/women_statistics.html
http://ami-results.com/direct-marketing-key-when-reaching-women-consumers	http://blog.girlpowermarketing.com/7-major-mistakes-marketing-cars-women/
http://leadingedgemag.com/pkf-editions/pkf-winter-13/women-as-relationship-builders-access-their-influence/	http://girlpowermarketing.com/women_statistics.html
http://m.yibei.com/book/4f47f3ec7e021e33400adf0b	http://www.girlpowermarketing.com/women_statistics.html
http://i.yibei.com/book/4f47f3ec7e021e33400adf0b	http://www.girlpowermarketing.com/women_statistics.html
http://www.shapingyouth.org/media-musts-to-wrap-up-all-things-girl-week	http://www.girlpowermarketing.com/donts.html

-part-one/	
http://martibarletta.com/a-booming-market-health-and-exercise-brands-should-be-marketing-to-boomer-women/	http://www.girlpowermarketing.com/files/client/8_Girlpower_PR8.pdf
http://www.bizchickblogs.com/2012/04/do-career-women-bring-more-value-to-the-economy.html	http://blog.girlpowermarketing.com/marketing-to-women-30-stats-to-know/
http://www.feministfatale.com/category/politics/	http://www.girlpowermarketing.com/women_statistics.html
http://www.feministfatale.com/tag/nike/	http://www.girlpowermarketing.com/women_statistics.html
http://www.feministfatale.com/tag/women/	http://www.girlpowermarketing.com/women_statistics.html
http://www.feministfatale.com/category/media/advertising-media/	http://www.girlpowermarketing.com/women_statistics.html
http://www.feministfatale.com/tag/advertisements/	http://www.girlpowermarketing.com/women_statistics.html
http://www.feministfatale.com/2010/08/ladies-grab-your-wallet-cast-your-ballots/	http://www.girlpowermarketing.com/women_statistics.html
http://www.feministfatale.com/tag/consumerism/	http://www.girlpowermarketing.com/women_statistics.html
http://www.automotivedigitalmarketing.com/profiles/blog/list?month=02&promoted=1&year=2012	http://www.girlpowermarketing.com/women_statistics.html
http://multibriefs.com/ViewLink.php?i=4f849123992f3	http://www.girlpowermarketing.com/women_statistics.html
http://www.womenonbusiness.com/tips-for-marketing-to-women-for-international-womens-day/	http://www.girlpowermarketing.com/marketing_to_moms.php
http://www.seojapan.com/blog/30-marketing-stats-about-women	http://www.girlpowermarketing.com/women_statistics.html
http://thenextweb.com/socialmedia/2012/01/24/the-top-30-stats-you-need-to-know-when-marketing-to-women/	http://www.girlpowermarketing.com/women_statistics.html
http://collectivebias.com/blog/2015/01/	http://www.girlpowermarketing.com/marketing_moms.html
http://www.mediapost.com/publications/article/170413/marketing-to-women-30-stats-to-know.html?edition=45054	http://www.girlpowermarketing.com/women_statistics.html
http://www.mediapost.com/publications/article/170413/marketing-to-women-30-stats-to-know.html	http://www.girlpowermarketing.com/women_statistics.html
http://www.mediapost.com/publications/article/170413/marketing-to-women-30-stats-to-know.html?edition	http://www.girlpowermarketing.com/women_statistics.html
http://www.punchbowl.com/trends/blog/post/avoid-these-5-misconceptions-when-marketing-to-moms	http://www.girlpowermarketing.com/marketing_moms.html
http://www.punchbowl.com/trends/blog/post/10-ways-to-target-moms-on-twitter	http://www.girlpowermarketing.com/marketing_moms.html

KEYWORD RANKING OVERVIEW

Keyword rankings give us an indication of how you show up for words that people would use in search engines to find your business. Higher rankings are better, and we can use ongoing SEO to help you rank even higher for your target keywords.

At present, Girlpower Marketing ranks 100th or better in Google for 123 keywords. The four that send the most traffic to the site are "girl power," "girlpower," "marketing to women," and "girl power.com." The ranking keywords for the website are listed below.

Ranking Keywords for GirlPowerMarketing.com			
Keyword	Position	Search Volume	URL
girl power	29	6600	http://girlpowermarketing.com/
girlpower	19	390	http://girlpowermarketing.com/
marketing to women	17	320	http://girlpowermarketing.com/
girl power.com	6	20	http://girlpowermarketing.com/
lots of candles plenty of cake by anna quindlen	30	50	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
la nogalera walnut oil	91	20	http://girlpowermarketing.com/
ellen degeneres bic for her	99	70	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
girl power blog	8	10	http://girlpowermarketing.com/
girl power blog	7	10	http://girlpowermarketing.com/our-blog/
marketing consumption	60	70	http://girlpowermarketing.com/tag/female-consumption-power/
warby parker women's glasses	94	110	http://girlpowermarketing.com/warby-parker-winning-marketing-strategies-also-resonate-women/
dove police sketch	58	90	http://girlpowermarketing.com/marketing-to-moms-is-abercrombie-ceo-bra-sh-or-brilliant/
lots of candles	51	70	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
go girl power	99	70	http://girlpowermarketing.com/
ellen degeneres bic pen	66	10	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
warby parker marketing	67	50	http://girlpowermarketing.com/warby-parker-winning-marketing-strategies-also-resonate-women/
brand power woman	11	10	http://girlpowermarketing.com/

female sports cars	82	10	http://girlpowermarketing.com/7-major-mistakes-marketing-cars-women/
lots of candles plenty of cake review	33	40	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
power pr	67	90	http://girlpowermarketing.com/
bic cristal pens for her	50	10	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
female bakugan	96	90	http://girlpowermarketing.com/tag/female-consumption-power/
anna quindlen lots of candles plenty of cake	31	20	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
purchasing power contact	64	40	http://girlpowermarketing.com/
tween boys	65	320	http://girlpowermarketing.com/tag/tween-boys/
women's marketing	82	110	http://girlpowermarketing.com/
opposite of brash	72	90	http://girlpowermarketing.com/marketing-to-moms-is-bercrombie-ceo-brash-or-brilliant/
what is quirk	44	70	http://girlpowermarketing.com/the-quirk-theory-why-outsiders-thrive-after-high-school/
companies run by women	90	20	http://girlpowermarketing.com/even-companies-sell-tampons-run-women/
girl power information	22	10	http://girlpowermarketing.com/
girl pwer	28	50	http://girlpowermarketing.com/
ellen degeneres bic pens	79	40	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
marketing to women research	66	10	http://girlpowermarketing.com/
free whitepaper	21	20	http://girlpowermarketing.com/white-paper/
teen mom central	59	8100	http://girlpowermarketing.com/generation-mom/
women consumer spending statistics	39	40	http://girlpowermarketing.com/tag/female-consumption-power/
warby parker strategy	93	20	http://girlpowermarketing.com/warby-parker-winning-marketing-strategies-also-resonate-women/
women buying power	17	30	http://girlpowermarketing.com/
girl powe	28	70	http://girlpowermarketing.com/
girly beer	91	260	http://girlpowermarketing.com/well-bowl-me-over-marketing-beer-to-women/
girl powee	29	50	http://girlpowermarketing.com/
marketing to moms	86	170	http://girlpowermarketing.com/
is abercrombie cool	92	70	http://girlpowermarketing.com/marketing-to-moms-is-bercrombie-ceo-brash-or-brilliant/

			sh-or-brilliant/
cnn 2013 heroes	42	10	http://girlpowermarketing.com/kenyan-woman-challenging-change-is-one-of-2013-cnn-heroes/
marketing to mom	88	10	http://girlpowermarketing.com/
girl power 2014	52	90	http://girlpowermarketing.com/our-blog/
bic pen for women	56	50	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
purchase power com	44	880	http://girlpowermarketing.com/
women and sports cars	72	70	http://girlpowermarketing.com/7-major-mistakes-marketing-cars-women/
marketing for women	19	20	http://girlpowermarketing.com/
girl power website	15	10	http://girlpowermarketing.com/
tween boy clothes	94	70	http://girlpowermarketing.com/back-to-school-shopping-with-a-tween-boy/
bic women	96	70	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
momsonline	21	70	http://girlpowermarketing.com/tag/moms-online/
pinterest women	72	210	http://girlpowermarketing.com/pinterest-are-women-driving-its-explosive-growth/
bic pen women	68	50	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
girl power music	70	110	http://girlpowermarketing.com/
brand power girl	92	10	http://girlpowermarketing.com/
women spending power	17	10	http://girlpowermarketing.com/
popping bennies	47	40	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
women marketing	79	30	http://girlpowermarketing.com/
hallmark encouragement cards	92	40	http://girlpowermarketing.com/marketing-to-moms-shout-out-to-hallmark/
woman market	81	40	http://girlpowermarketing.com/
female marketing	17	10	http://girlpowermarketing.com/
pink healthcare services	63	90	http://girlpowermarketing.com/5-tips-marketing-healthcare-moms/
power marketing jobs	78	40	http://girlpowermarketing.com/
women consumer spending	22	40	http://girlpowermarketing.com/
power marketers jobs	30	140	http://girlpowermarketing.com/
sandwich marketing	38	40	http://girlpowermarketing.com/marketing-mothers-sandwich/

mama helicopter	41	90	http://girlpowermarketing.com/helicopter-mama/
how to market to women	52	70	http://girlpowermarketing.com/
cars for women 2014	31	10	http://girlpowermarketing.com/7-major-mistakes-marketing-cars-women/
birthday cake with lots of candles	23	260	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
free white paper	23	30	http://girlpowermarketing.com/white-paper/
marketing women	44	20	http://girlpowermarketing.com/
encouragement cards hallmark	94	40	http://girlpowermarketing.com/marketing-to-moms-shout-out-to-hallmark/
how to market to moms	37	30	http://girlpowermarketing.com/
beauty boomer	47	40	http://girlpowermarketing.com/marketing-to-women-baby-boomers-and-beauty/
crazy hockey mom	72	40	http://girlpowermarketing.com/a-hockey-moms-thoughts-from-the-sidelines-2/
bic pens for her	81	590	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
abercrombie kids america	83	10	http://girlpowermarketing.com/marketing-to-moms-is-abercrombie-ceo-brash-or-brilliant/
we ve come to see the baby	68	70	http://girlpowermarketing.com/weve-come-a-long-way-baby/
marketing to mothers	24	20	http://girlpowermarketing.com/marketing-mothers-sandwich/
women purchasing power	18	30	http://girlpowermarketing.com/tag/womens-purchasing-power/
women purchasing power	19	30	http://girlpowermarketing.com/
bic crystal for her	70	50	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
girl power day	55	70	http://girlpowermarketing.com/
womens shopping apps	53	50	http://girlpowermarketing.com/tag/womens-shopping-preferences/
brash clothing	82	320	http://girlpowermarketing.com/marketing-to-moms-is-abercrombie-ceo-brash-or-brilliant/
power marketing	71	210	http://girlpowermarketing.com/
you bowl me over	94	90	http://girlpowermarketing.com/well-bowl-me-over-marketing-beer-to-women/
sports cars for women	73	70	http://girlpowermarketing.com/7-major-mistakes-marketing-cars-women/
buying power of women	18	30	http://girlpowermarketing.com/tag/womens-purchasing-power/
most valuable bakugan	70	50	http://girlpowermarketing.com/marketing-women-trends-watch-2015/
bic pens for ladies	60	10	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/

women shopping statistics	83	10	http://girlpowermarketing.com/marketing-to-women-30-stats-to-know/
cake with lots of candles	33	90	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
bic female pen	86	10	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
abercrombie target market	76	40	http://girlpowermarketing.com/marketing-to-moms-is-abercrombie-ceo-brash-or-brilliant/
ellen degeneres pen for women	57	70	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
luxury pens for women	76	10	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
bic her	99	90	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
girl power miami	56	110	http://girlpowermarketing.com/
mom central consulting	33	50	http://girlpowermarketing.com/generation-mom/
purchasing power of women	15	20	http://girlpowermarketing.com/tag/womens-purchasing-power/
purchasing power of women	16	20	http://girlpowermarketing.com/
best sports cars for women	78	30	http://girlpowermarketing.com/7-major-mistakes-marketing-cars-women/
resonate marketing	76	50	http://girlpowermarketing.com/warby-parker-winning-marketing-strategies-also-resonate-women/
helicopter mama	14	90	http://girlpowermarketing.com/helicopter-mama/
great cars for women	76	50	http://girlpowermarketing.com/7-major-mistakes-marketing-cars-women/
baby boomer women	40	50	http://girlpowermarketing.com/tag/marketing-to-baby-boomer-women/
sex sells marketing	91	90	http://girlpowermarketing.com/sex-sells-or-does-it/
lots of candles plenty of cake	29	480	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
woman marketing	32	90	http://girlpowermarketing.com/
social media moms	50	40	http://girlpowermarketing.com/tag/social-media-moms/
heritage organic milk	58	50	http://
birthday cake lots of candles	20	90	http://girlpowermarketing.com/lots-of-candles-plenty-of-cake/
laughing pen	77	20	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
eighth continent soy milk	29	30	http://girlpowermarketing.com/
money talks women	37	90	http://girlpowermarketing.com/marketing-to-women-money-talks/
bic pen for ladies	86	40	http://girlpowermarketing.com/bic-pens-for-women-have-some-laughing/
what is the definition of quirk	85	70	http://girlpowermarketing.com/the-quirk-theory-why-outsiders-thrive-after-high-school/

purchase power.com	85	170	http://girlpowermarketing.com/
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After reviewing the ranking keywords for Girlpower Marketing, we can see that there is a lot of opportunity for the site to rank for more marketing- and pr-related keywords. Potential keywords to aim for will be presented in the Keyword Research document.

ON-PAGE TECHNICAL REVIEW

Page Title, Meta Description, and H1 Analysis

Page Titles and Meta Descriptions are examples of meta data that people see in search results before they visit your website. Good meta descriptions can mean the difference in getting a click-through or not, and they are an ideal place to include proper keywords. They are extremely important. H1 tags are important due to the fact that they relay a page's subject to Google.



1. Page Titles

The optimal length for page titles is 55 characters, and 113 out of the 245 URLs (46%) on your site have titles longer than 55 characters. Since page titles are so critical to SEO, it's important that they are the proper length and that they include keywords relevant to the page as well as the site itself. Each of your pages needs to have a proper title.

2. Meta Descriptions

The optimal length for meta descriptions is 155 characters. 238 out of the 246 URLs (nearly 100%) on your site have no meta descriptions at all. Each page needs to have a meta description.

3. H1s

Most of the URLs on your site have no H1 tags, and ones that do are ones that should not be indexed (tag URLs, etc.). This is most likely due to the fact that, for your blog, the website design has H1 text abnormally large (this is not unusual for website designs). If the H1 is made smaller, it can be used in place of the H2, which is being used now.

The complete list of URLs for the website are found in the separate spreadsheet entitled “SEO Audit - Girlpower Marketing - URL List.”

Image Analysis

Websites are becoming more and more image-based, which makes optimizing your site’s images even more important than it was a few years ago. Since search engines don't have eyes, they're unable to determine the subject of an image without help. This is why a website's images should be named appropriately. For example, an image of a flower should have the word "flower" in its name. Image names that cameras automatically give images (like 1238876.jpg) don't help Google at all. It's also important for each image on a website to include alt text that is pertinent to its subject. Since page load speed is critical for an optimal experience on your website, it is recommended that each image on your website is 100KB (102400 bytes) or less in size.

Below is a list of images found on girlpowermarketing.com. (Note: these images do not include the images from blog.girlpowermarketing.com, as those images are showing up as errors and are therefore discussed under the Site Error Analysis section. The same guidelines discussed in this Image Analysis section should be applied to the blog.girlpowermarketing.com images.)

Most of the images found on your site need to be renamed to include the image’s subject and, if appropriate, keywords specific to the site. Most of the site’s images need to have proper Alt Text added to them. All but ten of your images are 100KB (102400 bytes) or smaller, which is recommended.

Image	Size (Bytes)	Alt Text
http://girlpowermarketing.com/wp-content/uploads/2017/02/c-c-03.png	2142164	
http://girlpowermarketing.com/wp-content/uploads/2014/12/Bell-Pottinger-Digital-15-trends-for-2015-infographic-1.jpg	1334223	15 Digital Trends for 2015
http://girlpowermarketing.com/wp-content/uploads/2017/02/c-c-02.png	973992	
http://girlpowermarketing.com/wp-content/uploads/2016/08/33507238_1.jpg	517667	33507238 - millennials word cloud on white background
http://girlpowermarketing.com/wp-content/uploads/2015/01/Neil-Blumenthal_47256.jpg	418467	Neil-Blumenthal_47256
http://girlpowermarketing.com/wp-content/uploads/2016/06/LandersL-500.png	411841	LandersL-500
http://girlpowermarketing.com/wp-content/uploads/2016/10/AEAAQAAAAAAAAAIAAAAJGVmMDY4YmQOLTE0MjEtNDQ1	251960	aaaaaqqaaaaaaaaalmaaajgvmmdy4ymq0lte0mjetndq1mi1izwe3ltm5ytuymdrkzta1mw

Mi1iZWE3LTM5YTUyMDRkZTA1Mw.jpg		
http://girlpowermarketing.com/wp-content/uploads/2016/06/LandersL-500-300x300.png	163036	
http://girlpowermarketing.com/wp-content/uploads/2016/11/la-nogalera.jpg	162862	la-nogalera
http://girlpowermarketing.com/wp-content/uploads/2016/11/sugarfeather.jpg	147503	sugarfeather
http://girlpowermarketing.com/wp-content/uploads/2016/11/CFG.jpg	91072	cfg
http://girlpowermarketing.com/wp-content/uploads/2016/11/eighthComplete_final-546x1024.jpg	89092	eighthcomplete_final
http://girlpowermarketing.com/wp-content/uploads/2016/06/Metamucil.png	74579	
http://girlpowermarketing.com/wp-content/uploads/2014/03/1394482163534.cached.jpg	69160	1394482163534.cached
http://girlpowermarketing.com/wp-content/uploads/2016/06/Seneca-Farms.png	68730	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Mommy-Goggles-300x200.png	64991	Mommy-Goggles
http://girlpowermarketing.com/wp-content/uploads/2016/06/The-Pearl.png	54466	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Tourism_Fiji.png	52906	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Old_Spice.png	51092	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Stremicks.png	47490	
http://girlpowermarketing.com/wp-content/uploads/2016/06/TacoBell.png	47047	
http://girlpowermarketing.com/wp-content/uploads/2014/12/85.jpeg	45779	85
http://girlpowermarketing.com/wp-content/uploads/2017/02/wp-01.jpg	43739	
http://blog.girlpowermarketing.com/unavailable.jpg	43587	Sorry! This site is not currently available.

http://girlpowermarketing.com/wp-content/uploads/2016/06/Barnes-and-Noble-2.png	42847	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Ghiradelli.png	42316	
http://girlpowermarketing.com/wp-content/uploads/2016/06/8th-Continent-Purple.png	41199	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Miller-1.png	38089	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Hoover.png	37929	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Naked-Juice.png	37839	
http://girlpowermarketing.com/wp-content/uploads/2016/06/SiriusXM.png	37537	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Nestle.png	36699	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Ivory.png	35353	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Kashi-2.png	32065	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Baby-First.png	31091	
http://girlpowermarketing.com/wp-content/uploads/2017/02/cc-06.jpg	30671	
http://girlpowermarketing.com/wp-content/uploads/2016/06/United-Airlines.png	29602	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Disney_Interactive-1.png	28118	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Barnes-and-Noble-2-300x183.png	28096	Barnes-and-Noble
http://girlpowermarketing.com/wp-content/uploads/2016/06/Mattel.png	27580	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Pampers-1.png	26000	

http://girlpowermarketing.com/wp-content/uploads/2016/06/Dole-2.png	25519	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Hilton_Hotels.png	24623	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Dell.png	22916	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Barnes-and-Noble-Signed-Editions-Black-Friday-2015-300x171.jpg	22761	Barnes-and-Noble-Signed-Editions-Black-Friday-2015
http://girlpowermarketing.com/wp-content/uploads/2016/06/Reuters-Time-Square-Photo-240x300.jpg	21924	Reuters Time Square Photo
http://girlpowermarketing.com/wp-content/uploads/2016/06/Seneca_Breakfast_cropped-HR-1-300x284.jpg	21922	Seneca_Breakfast_cropped-HR-1
http://girlpowermarketing.com/wp-content/uploads/2016/06/th-16-254x300.jpeg	21301	th-16
http://girlpowermarketing.com/wp-content/uploads/2016/06/La-Nogalera.png	20382	
http://girlpowermarketing.com/wp-content/uploads/2016/06/lzze.png	19163	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Music-Bleeper-Smaller.png	19016	
http://girlpowermarketing.com/wp-content/uploads/2016/06/MousePJ_Mommy-Me-copy-300x273.jpg	19011	MousePJ_Mommy Me copy
http://girlpowermarketing.com/wp-content/uploads/2016/06/PG-2.png	18538	
http://girlpowermarketing.com/wp-content/uploads/2016/11/upsr-logo.png	18451	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Four_Seasons-1.png	17453	
http://girlpowermarketing.com/wp-content/uploads/2016/06/th-2-300x199.jpeg	17406	th-2
http://girlpowermarketing.com/wp-content/uploads/2016/06/th-300x168.jpeg	17372	th
http://girlpowermarketing.com/wp-content/uploads/2017/02/wp-04.jpg	17148	

http://girlpowermarketing.com/wp-content/uploads/2016/06/HiRes-sc_grphic_img_Senec1033097-300x142.jpg	16659	HiRes-sc_grphic_img_Senec#1033097
http://girlpowermarketing.com/wp-content/uploads/2016/06/University_of_Phoenix-1.png	16129	
http://girlpowermarketing.com/wp-content/uploads/2017/02/wp-03.jpg	15622	
http://girlpowermarketing.com/wp-content/uploads/2016/06/gp-logo-1.png	15250	Girlpower Marketing
http://girlpowermarketing.com/wp-content/uploads/2016/06/Karen-Neuburger.png	14703	
http://girlpowermarketing.com/wp-content/uploads/2016/11/peachsmoothie-collage1-300x195.jpg	13374	peachsmoothie-collage1
http://girlpowermarketing.com/wp-content/uploads/2010/02/images.jpeg	12698	
http://girlpowermarketing.com/wp-content/uploads/2016/06/GameWorks.png	12490	
http://girlpowermarketing.com/wp-content/uploads/2016/06/vinylday-300x172.jpg	12425	vinylday
http://girlpowermarketing.com/wp-content/uploads/2016/06/Suzuki-1.png	12312	
http://girlpowermarketing.com/wp-content/uploads/2016/06/th-4.jpeg	11051	th-4
http://girlpowermarketing.com/wp-content/uploads/2017/02/wp-02.jpg	10654	
http://girlpowermarketing.com/wp-content/uploads/2015/01/Birchbox_Subscription_W_051-1797x1940-278x300.jpg	9922	Birchbox_Subscription_W_051-1797x1940
http://girlpowermarketing.com/wp-content/uploads/2017/02/c-c-07.jpg	9492	
http://girlpowermarketing.com/wp-content/uploads/2016/06/Tomy.png	9326	
http://girlpowermarketing.com/wp-content/uploads/2016/11/Yoga-300x189.jpg	8746	39653068 - yoga at sunset on the beach. woman doing yoga, performing asanas and enjoying life on the sea
http://girlpowermarketing.com/wp-content/uploads/2016/06/th-5.jpeg	8345	th-5

http://girlpowermarketing.com/wp-content/uploads/2016/06/KNLogo-300x214.jpg	6946	KNLogo
http://girlpowermarketing.com/wp-content/uploads/2016/06/th-7-e1467081656740.jpeg	5965	
http://girlpowermarketing.com/wp-content/uploads/2016/06/th-6-300x131.jpeg	4922	th-6

WEBSITE CONTENT REVIEW

Webpage Content Analysis

I recommend a build-out of the site that retains the sleekness of a one-page parallax website but includes the content that potential clients will be searching for. This build-out would include:

1. Separate URLs for Each Case Study
2. Separate URLs for Each of Your Areas of Expertise
3. Separate URLs for Each Service, Starting with “Reaching Women”

Your website’s blog has an amazing amount of content, and each blog entry’s Page Title, Meta Description, and H1 should be optimized to reflect the content.

Duplicate Content Check

When a website contains duplicate content, it becomes difficult for search engines to determine which web page to show in search results. This will hurt a site’s rankings.

Due to the tags, archives, and users of the site being indexed, there is duplicate content on the site.

WEBSITE STRUCTURE REVIEW

Analysis of Site's Indexed Pages

Eighty-three of the site's indexed pages are "tag" pages such as "<http://girlpowermarketing.com/tag/boomer-womens-purchasing-power/>". These "tag" pages do not need to be indexed in search engines, as they create duplicate content. The same issue occurs with the "author" pages and the "archive" pages on the site.

Site Error Analysis

There are thirteen pages that result in 404 errors on girlpowermarketing.com at present. These should be redirected to live pages on the site.

The majority of the site's errors, however, come from blog.girlpowermarketing.com. Blog.girlpowermarketing.com is no longer a working subdomain of the main website, so the pages and images located on blog.girlpowermarketing.com show up as 404 errors. This means that a) website visitors will become frustrated if they happen upon these error pages, making them less likely to return to your site, and b) your website is losing the value of these links, which will cause it to become less relevant and less of an authority on your subject matter, which affects your site's rankings in search engines.

All pages and images found on blog.girlpowermarketing.com need to be redirected to the corresponding pages and images on girlpowermarketing.com.

URL Analysis

Your website should be https -- the secure version of http -- instead of http. Google has stated that it will begin marking "insecure" websites as such sometime in 2017, and https has already become a minor ranking boost for websites.

LOCAL CITATION ANALYSIS

Search engines attempt to match people with local businesses when they look for things online. Local citation gives you relevancy for people who initiate searches in your area. It is important that the name of your company, the address of your company, and your company's phone number (NAP) are consistent across the internet.

Directory	Local Citation Status	Address Listed
Google Plus	Not Listed	
Yelp	Not Listed	
Yellow Pages	Not Listed	
Super Pages	Not Listed	
Manta	Verified: http://www.manta.com/c/mx84qc1/girlpower-marketing-llc	Girlpower Marketing, LLC, 1040 Bayside Drive, Newport Beach, CA 92660 (949) 459-1416
	Unverified: http://www.manta.com/c/mttzvm0/girlpower-llc	Girlpower, LLC, 28 Viaduct Anadeja, Rancho Santa Margarita, CA 92688 (949) 459-1416
Bing Places	Unverified	Girlpower, LLC, 28 Via Anadeja, Rancho Sta Marg, CA 92688, US
Kudzu	Not Listed	
Express Update	Not Listed	
Hot Frog	Not Listed	

There are two listings for Girlpower Marketing under Manta, and one needs to be removed. We will discuss how/if you wish to have the company address listed in these directories since you are a virtual firm.

MISCELLANEOUS ISSUES

There should be contact information on each page of your site.