

WEBSITE OPTIMIZATION CLIENT REPORT

FOR: DARYL J. ROYER,
CRIMINAL DEFENCE LAWYER

<http://www.darylroyer.com/>


October 9, 2016

Overview


- ▶ The current domain <http://www.darylroyer.com/>, comprising of 18 pages, was recently changed and redirected from <http://albertacriminaldefencelawyer.com/>, which used to have 56 pages.
- ▶ This analysis identifies ways that this website can obtain higher rankings in search through the use of SEO (search engine optimization) best practices.
- ▶ Software Used:
 - ▶ Screaming Frog SEO Spider
 - ▶ Google's Page Speed Insight Tool
 - ▶ Google Webmaster's Mobile Friendly Test


About Me

- ▶ I can execute white hat SEO strategies that'll gel with Google's algorithms.

 Website Reviews

TM Brand Management

 SEO and SEM Evaluations

 Strategic Planning

- ▶ Not satisfied with the look or functionality of your website? I'm experienced with WordPress and Blogger, have working knowledge of HTML and CSS, and an eye for good design.

About Me

- ▶ You may already have an awesome website, but if you want to be found, you'll need an expert who knows search engine optimization. I can execute white hat strategies that'll gel with Google's algorithms.

I'm Innovative

Having an academic foundation in today's technologies have been helping me learn from everyone else's mistakes. Don't be left behind by not thinking ahead.

I'm a High Achiever

I strive for 120%. I get the work done efficiently, and I persevere through the greatest challenges.

I Master My Craft

There's a reason why I choose to have an arsenal of technologies and tools that are leading edge. I use them to my advantage.

- ▶ You can find samples of my work at: <http://jenniferrobinlee.com/index.php/my-work/>

Keyword Search Popularity

- ▶ Using a keyword planner, a number of popular search terms were produced, with more added, based on this website's content.
- ▶ Most of these keywords are popular in search, which include "dui", "criminal law", "lawyer", "criminal defense" (the latter not being the Canadian version, correctly spelled "defence").

Keyword	Search popularity [?]	
dui	110000	×
criminal law	74000	×
lawyer	368000	×
criminal defense lawyer	22200	×
criminal defense attorney	18100	×
dui lawyer	27100	×
defense lawyer	4400	×
criminal defense	3600	×










Keyword Search Popularity

- ▶ Other search terms such as “**edmonton criminal lawyer**”, “**alberta defence lawyer**” or “**alberta criminal lawyer**”, are used less often in search.

Keyword	Search popularity [?]	
criminal lawyers	14800	×
defence lawyer	1900	×
find a lawyer	9900	×
criminal defense lawyers	3600	×
criminal defence lawyer	3600	×
criminal charge	3600	×
edmonton criminal lawyer	210	×
alberta defence lawyer	0	×
alberta criminal lawyer	10	×

Keyword Search Popularity

- ▶ Other possible keywords could be integrated into the website through the use of on-page factors such as meta descriptions, title tags, header tags and content.

Keyword	Search popularity <small>?</small>	
murder charge	 1300	×
dui edmonton	 50	×
dui alberta	 260	×
fraud charge	 1900	×
theft charge	 720	×
manslaughter charge	 880	×
daryl royer	 40	×
edmonton legal aid	 170	×
edmonton defence lawyer	 50	×



Meta Description

- ▶ Meta descriptions are essentially a sales pitch for what the landing page is about. They are displayed in search results.
- ▶ They should be well written and approximately 156 characters.

Daryl Royer | Alberta Criminal Defense Lawyer

www.darylroyer.com/ ▼

➡ About Daryl. As an Alberta-based lawyer for both trials and appeals, Mr. Royer has dedicated his professional expertise and education to the sole area of ...

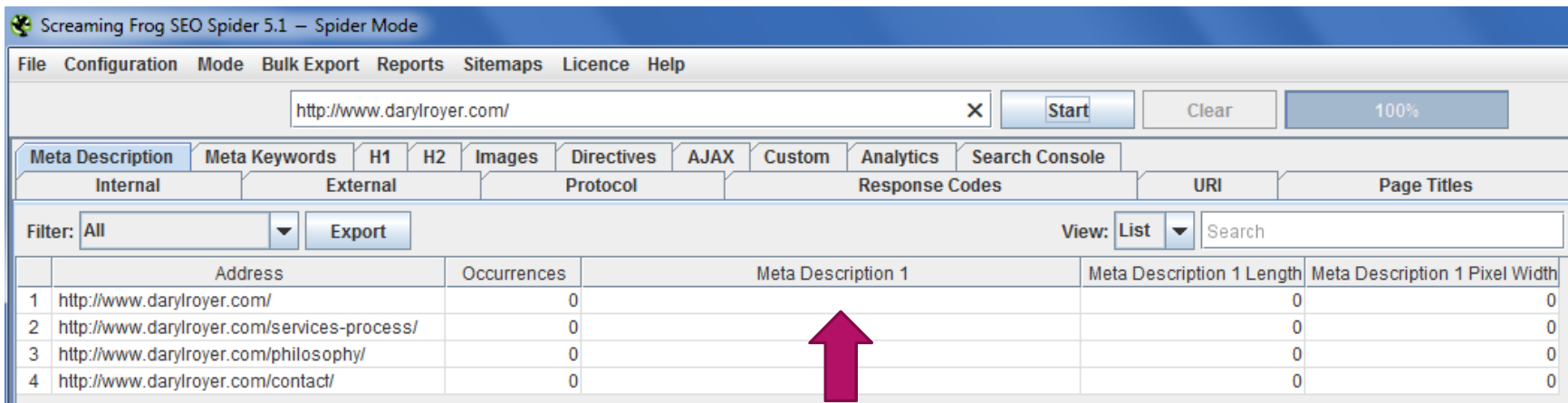
Services & Process - Daryl Royer

www.darylroyer.com/services-process/ ▼

➡ Mr. Royer not only advocates for those charged with crimes, but he also takes over cases for Appeal purposes. As a criminal defence lawyer based out of Alberta ...

Meta Description

- ▶ Currently, no meta description exists for this site. As seen on the previous slide, Google is only displaying a snippet of content from the first paragraph of that page's content.

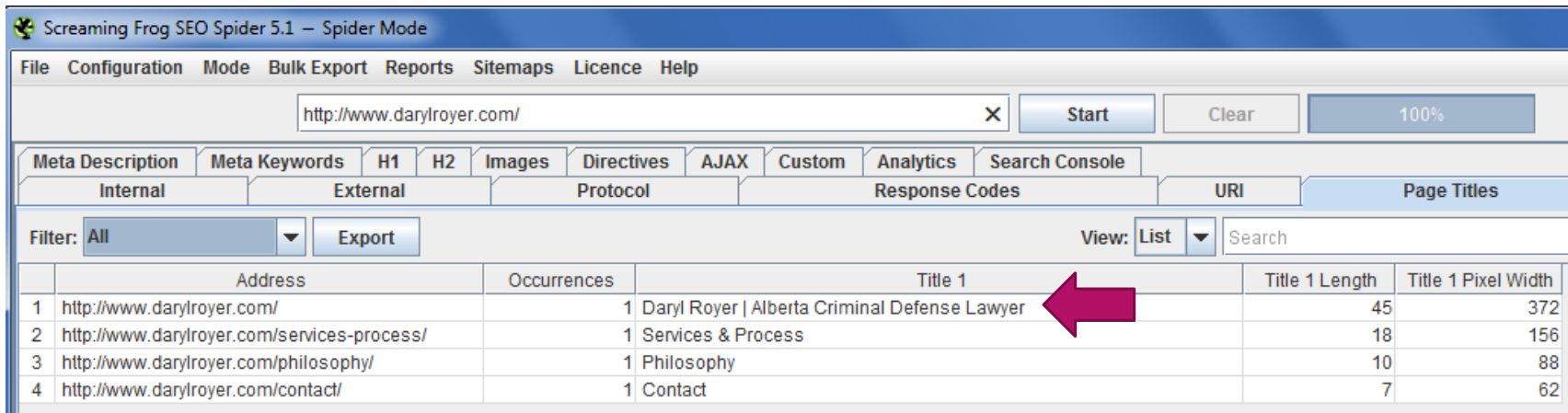


The screenshot shows the Screaming Frog SEO Spider 5.1 interface in Spider Mode. The address bar contains 'http://www.daryloyer.com/'. The 'Meta Description' tab is selected. Below the navigation tabs, there are filters for 'Internal', 'External', and 'Protocol'. The 'Filter' dropdown is set to 'All'. The 'View' dropdown is set to 'List'. A table displays the results for the meta descriptions of the specified URLs. A red arrow points to the 'Meta Description 1' column for the first row.

	Address	Occurrences	Meta Description 1	Meta Description 1 Length	Meta Description 1 Pixel Width
1	http://www.daryloyer.com/	0		0	0
2	http://www.daryloyer.com/services-process/	0		0	0
3	http://www.daryloyer.com/philosophy/	0		0	0
4	http://www.daryloyer.com/contact/	0		0	0

Title Tags

- ▶ Title Tags on each page of the website should contain keywords reflective of the legal services offered. Each title tag should be under 70 characters.



The screenshot shows the Screaming Frog SEO Spider 5.1 interface in Spider Mode. The address bar displays <http://www.daryloyer.com/>. The interface includes a menu bar (File, Configuration, Mode, Bulk Export, Reports, Sitemaps, Licence, Help) and a toolbar with buttons for Start, Clear, and a progress indicator at 100%. Below the toolbar are tabs for Meta Description, Meta Keywords, H1, H2, Images, Directives, AJAX, Custom, Analytics, and Search Console. A sub-menu is open showing Internal, External, Protocol, Response Codes, URI, and Page Titles. The Page Titles tab is active, displaying a table with columns: Address, Occurrences, Title 1, Title 1 Length, and Title 1 Pixel Width. A pink arrow points to the Title 1 column. The table contains four rows of data.

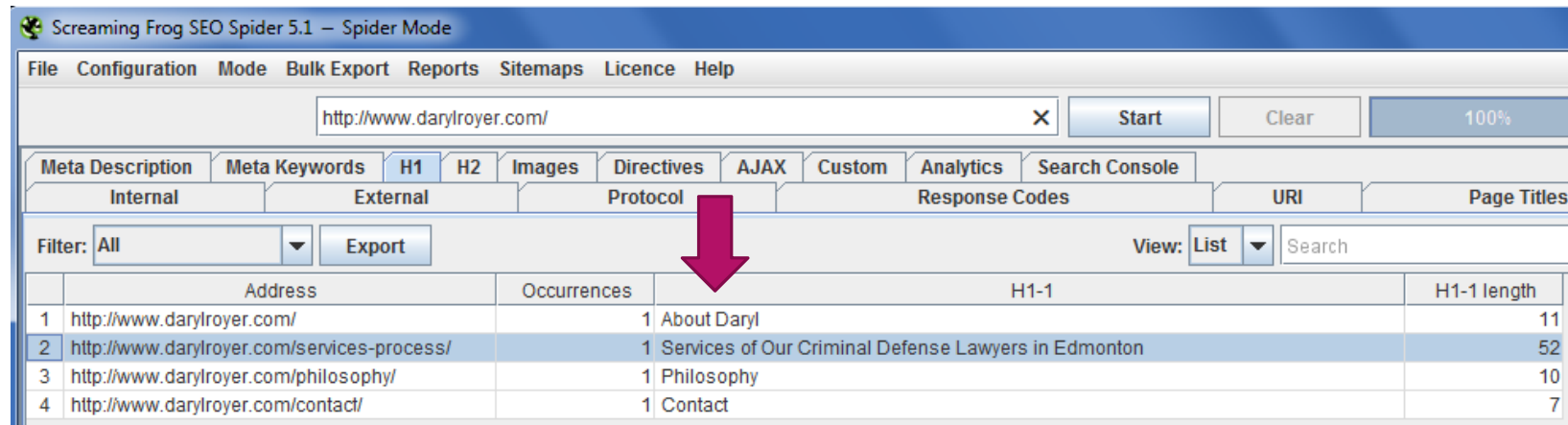
	Address	Occurrences	Title 1	Title 1 Length	Title 1 Pixel Width
1	http://www.daryloyer.com/	1	Daryl Royer Alberta Criminal Defense Lawyer	45	372
2	http://www.daryloyer.com/services-process/	1	Services & Process	18	156
3	http://www.daryloyer.com/philosophy/	1	Philosophy	10	88
4	http://www.daryloyer.com/contact/	1	Contact	7	62

Title Tags

- ▶ The title tags for the four main pages of the website could be optimized better.
- ▶ Variations of main keywords could be written into each page's title tag in a natural way, enticing searchers to click on your site.
- ▶ **Recommendation:** Fill in each title tag with keywords that potential legal clients would use when searching for an Edmonton or Alberta criminal lawyer.
- ▶ For example, the main page's title tag reads "Daryl Royer | Alberta Criminal Defense Lawyer" which could be optimized by changing it to "**Daryl Royer | Experienced Edmonton Alberta Criminal Defense Lawyer**" (66 characters).
- ▶ Also, site pages using just one word in the title tag (i.e. "Philosophy" or "Contact") should be reframed in a better context that search engine crawlers could link search terms to.

Header Tags –H1

- ▶ The site's main keywords should be contained in a **H1 tag** on the main page.
- ▶ On the main page's H1 tag, rather than just “About Daryl”, change it to “**Daryl Royer, an Alberta Criminal Defence Lawyer based in Edmonton**” to make it more SEO optimized, take advantage of keywords, and local search.

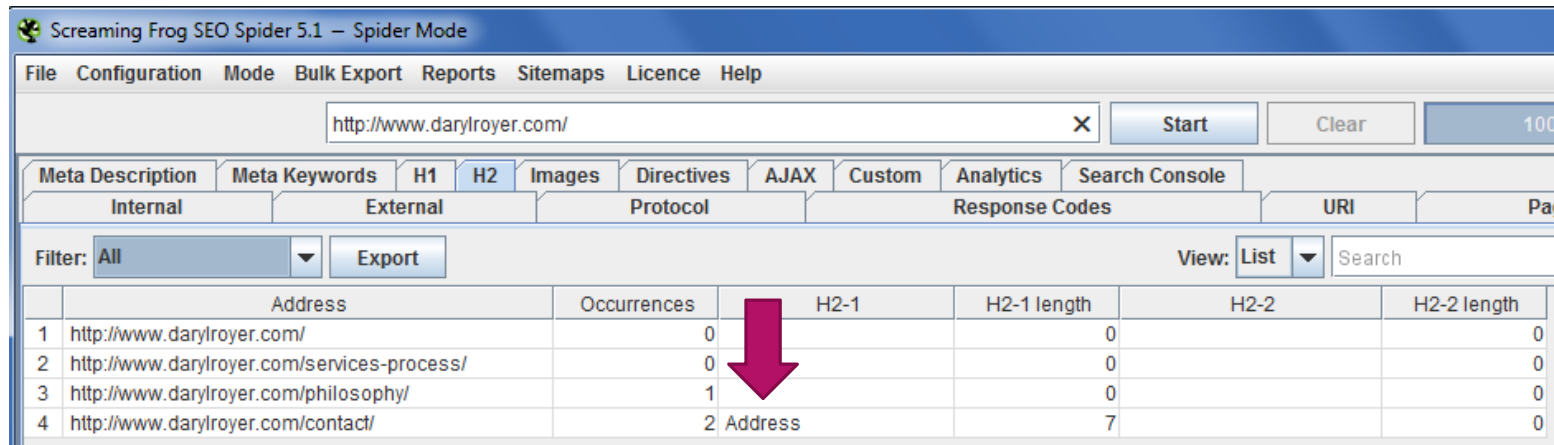


The screenshot shows the Screaming Frog SEO Spider 5.1 interface in Spider Mode. The address bar displays <http://www.daryloyer.com/>. The interface includes a menu bar (File, Configuration, Mode, Bulk Export, Reports, Sitemaps, Licence, Help) and a toolbar with buttons for Start, Clear, and a 100% zoom level. Below the toolbar are tabs for Meta Description, Meta Keywords, H1, H2, Images, Directives, AJAX, Custom, Analytics, and Search Console. A table below these tabs displays the H1 tags for the scanned pages. A red arrow points to the H1 tag for the main page.

	Address	Occurrences	H1-1	H1-1 length
1	http://www.daryloyer.com/	1	About Daryl	11
2	http://www.daryloyer.com/services-process/	1	Services of Our Criminal Defense Lawyers in Edmonton	52
3	http://www.daryloyer.com/philosophy/	1	Philosophy	10
4	http://www.daryloyer.com/contact/	1	Contact	7

Header Tags – H2, H3...

- ▶ There is virtually no use of any **H2 tags**. More H2 tags could be inserted under the H1 tags on each page. For example, one H2 tag could be **“Charged With A Criminal Offence?”** and another **H2 tag** could be **“When Experienced Defence Matters Most”**.



The screenshot shows the Screaming Frog SEO Spider 5.1 interface in Spider Mode. The address bar contains 'http://www.darylroyer.com/'. The 'H2' tab is selected in the top navigation. Below the navigation, there are tabs for 'Internal', 'External', 'Protocol', 'Response Codes', 'URI', and 'Page'. A 'Filter: All' dropdown and an 'Export' button are visible. The main table displays the following data:

	Address	Occurrences	H2-1	H2-1 length	H2-2	H2-2 length
1	http://www.darylroyer.com/	0		0		0
2	http://www.darylroyer.com/services-process/	0		0		0
3	http://www.darylroyer.com/philosophy/	1		0		0
4	http://www.darylroyer.com/contact/	2	Address	7		0

A red arrow points to the 'Occurrences' column for the fourth row, which shows a value of 2.

Site Content

- ▶ With Google's Panda algorithm, website rankings are negatively affected by thin content.
- ▶ There is minimal content on the website (essentially only four pages that are navigable).
- ▶ There could be more **content that is unique and informative**, written primarily for users and secondly, for search engines.

Site Content

COPYSCAPE

[About](#)[Products](#)[Plagiarism](#)[Help](#)[Sign up](#)[Log in](#)[Copyscape Search](#)

Tip: Search for copies of a specific page on your site by entering its URL.

2 results found for **Daryl Royer | Alberta Criminal Defense Lawyer**. Click a result below to see the matching content.

Do you buy content?

Check if it's original before you purchase with Copyscape Premium.

Want Copyscape alerts?

Copysentry monitors the web and emails you when new copies are found.

Got a large website?

Check up to 10,000 pages in a single click with Premium batch search.

Share this page... |

Been copied? Defend your site with a Free banner:

PROTECTED BY COPYSCAPE

Royer Daryl J - 200-10525 Jasper Ave NW, Edmonton, AB

... As an Alberta-based lawyer for both trials and appeals, Mr. Royer has dedicated his professional expertise & education to the sole area of Criminal Defence Law ... As a sole practitioner, Mr. Royer prides himself on being able to personally advocate for his clients, whether he is retained for trial, sentencing, or appeal

<http://www.yellowpages.ca/bus/Alberta/Edmonton/Royer-Daryl-J/4440431.html>

Daryl J. Royer, LL.B., Law Office | Facebook

... As an Alberta-based lawyer for both trials and appeals, Mr. Royer has dedicated ... his professional expertise and education to the sole area of Criminal Defence Law.

<https://www.facebook.com/Daryl-J-Royer-LLB-Law-Office-118572794888223/>

See more results with a **Premium** account. Get plagiarism alerts with **Copysentry**.

► Google also penalizes websites for using duplicate content.

Site Content

- ▶ Pictures, video and audio could also be used more.
- ▶ **Core keywords and phrases** should be written into the content in a natural and organic way.
- ▶ With this niche criminal law market, the primary goal would be to **directly drive leads** to contact Daryl Royer regarding a criminal law issue.
- ▶ This goal would dictate the style of writing and way in which the content is structured throughout the website.

URL Structure

- ▶ This website is already using a search engine friendly URL structure (such as www.domain.com/page-name/ as opposed to www.domain.com/index.php?id=1).

Robots.txt File

- ▶ When it comes to first optimizing your site, check your robots.txt file which will usually be located at `www.domain.com/robots.txt` to make sure no key pages are being blocked from being crawled by the search engines. If you see `Disallow: /` followed by any directory or page name, ask yourself whether it should be accessible to search engines. The best practice is to block admin panels and low quality pages which need to be in place but you don't want search engines indexing, however if there's anything you regard as a core page in there, take it out!

XML Sitemap

- ▶ Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site.
- ▶ Web crawlers usually discover pages from links within the site and from other sites. Sitemaps supplement this data to allow crawlers that support Sitemaps to pick up all URLs in the Sitemap and learn about those URLs using the associated metadata. Using the Sitemap [protocol](#) does not guarantee that web pages are included in search engines, but provides hints for web crawlers to do a better job of crawling your site.

XML Sitemap

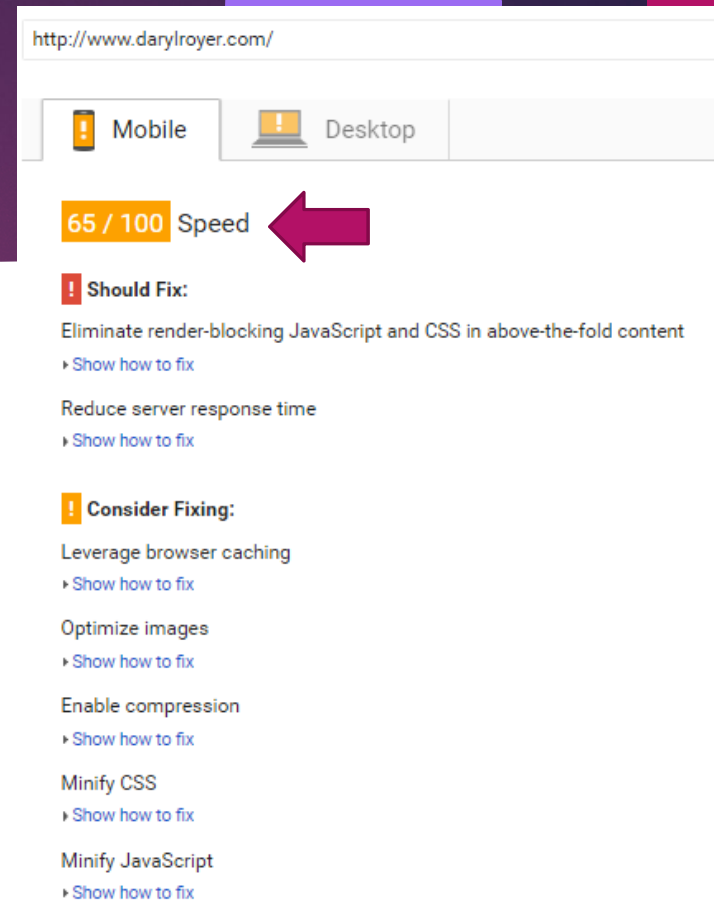
This is an XML Sitemap generated by [Jetpack](#), meant to be consumed by search engines like [Google](#) or [Bing](#).
You can find more information on XML sitemaps at [sitemaps.org](#)

URL	Images	Change Frequency	Last Updated
http://www.darylroyer.com/contact/	0	Weekly	2016-08-09 06:02
http://www.darylroyer.com/services-process/	0	Weekly	2016-08-09 06:02
http://www.darylroyer.com/philosophy/	0	Weekly	2016-08-09 05:59
http://www.darylroyer.com/hello-world/	0	Monthly	2016-08-05 19:04
http://www.darylroyer.com/sample-page/	0	Weekly	2016-08-05 19:04
http://www.darylroyer.com/man-gets-26-months-for-killing-edmonton-police-dog/	0	Monthly	2014-07-25 22:17
http://www.darylroyer.com/edmonton-man-acquitted-in-2012-gang-rape-case/	0	Monthly	2014-07-25 21:45
http://www.darylroyer.com/crown-appeals-acquittal-in-edmonton-cold-case/	0	Monthly	2014-07-25 20:56
http://www.darylroyer.com/woman-who-bilked-her-employer-over-seven-years-gets-two-year-prison-term/	0	Monthly	2014-07-25 20:37
http://www.darylroyer.com/a-boot-print-a-knife-a-murder-and-a-cree-womans-claim-of-innocence/	0	Monthly	2014-07-25 19:09
http://www.darylroyer.com/investigation-launched-into-asirt-officers/	0	Monthly	2012-01-19 22:32
http://www.darylroyer.com/manitoba-hiring-of-disgraced-alberta-official-probed/	0	Monthly	2011-12-22 22:59
http://www.darylroyer.com/media/	0	Weekly	2011-12-16 22:57
http://www.darylroyer.com/blog/	0	Weekly	2011-12-16 22:57
http://www.darylroyer.com	0	Daily	2016-08-09 06:02



Page Speed - Mobile

- ▶ Using Google's [Page Speed Insights tool](#), it shows that the website loading speed is relatively slower than could be.
- ▶ The recommended rating should be as far above 90 as possible to ensure that the search position is lower than the site should be because the site is sluggish.
- ▶ The Mobile view speed analysis shows a rating of 65 / 100.



http://www.darylroyer.com/

Mobile Desktop

65 / 100 Speed

! Should Fix:

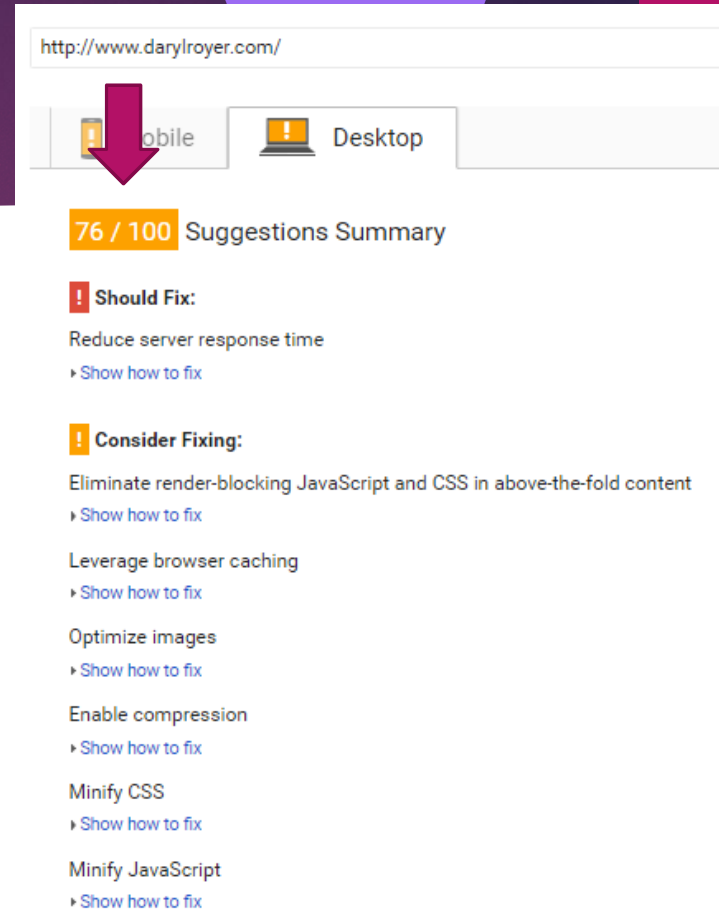
- Eliminate render-blocking JavaScript and CSS in above-the-fold content
▶ [Show how to fix](#)
- Reduce server response time
▶ [Show how to fix](#)

! Consider Fixing:

- Leverage browser caching
▶ [Show how to fix](#)
- Optimize images
▶ [Show how to fix](#)
- Enable compression
▶ [Show how to fix](#)
- Minify CSS
▶ [Show how to fix](#)
- Minify JavaScript
▶ [Show how to fix](#)

Page Speed - Desktop

- ▶ The Desktop view analysis shows a slightly better rating (76 / 100).



http://www.darylroyer.com/

Mobile Desktop

76 / 100 Suggestions Summary

! Should Fix:

- Reduce server response time
▶ [Show how to fix](#)

! Consider Fixing:

- Eliminate render-blocking JavaScript and CSS in above-the-fold content
▶ [Show how to fix](#)
- Leverage browser caching
▶ [Show how to fix](#)
- Optimize images
▶ [Show how to fix](#)
- Enable compression
▶ [Show how to fix](#)
- Minify CSS
▶ [Show how to fix](#)
- Minify JavaScript
▶ [Show how to fix](#)

User Experience - Mobile

- ▶ This website does not rate well as far as user experience goes. It receives a 68 / 100 rating.



68 / 100 User Experience

! This page may not pass Google's Mobile-Friendly Test. [Learn more.](#)

! **Should Fix:**

Use legible font sizes

▶ [Show how to fix](#)

Configure the viewport

▶ [Show how to fix](#)

! **Consider Fixing:**

Size content to viewport

▶ [Show how to fix](#)

✓ **2 Passed Rules**

▶ [Show details](#)

Mobile Friendly?

http://www.darylroyer.com/

- ▶ This website is not mobile friendly.
- ▶ This rating could be a result of the Wordpress theme currently installed.
- ▶ Known as “Thematic”, it’s had only 4000 installs, with no updates in over two years.
- ▶ See: <https://wordpress.org/themes/thematic/>

Not mobile-friendly

Page appears not mobile-friendly

- ✗ Text too small to read
- ✗ Mobile viewport not set
- ✗ Content wider than screen

For details on which parts of the page are affected by these usability issues, see [Pagespeed Insights](#).

How Googlebot sees this page



Scope of Work

▶ Hours and areas that could be quick wins:

1. Add more text to the homepage (brainstorm ideas).
2. Make all text consistent in style and font size.
3. Change the Wordpress theme to a newer, mobile-friendly freemium version.
4. Create a page with links to caselaw and news / media that is tied to the site owner's work.
5. Add alt text to the images, add more images from the web (add credits below photos).
6. Link to important content throughout the site.
7. Review site and competition to determine position ranking.

PART 3

DEVELOP KICK-OFF QUESTIONS

Kick-off Questions

▶ Past SEO Work:

- ▶ 1. Have you had any SEO work done in the past? If not, why?
- ▶ 2. If so, what was the extent of the work they did?
- ▶ 3. Were you happy with their work? Why/ Why not?

Kick-off Questions

- ▶ Goals
- ▶ 1. Do you use Google Analytics or track anything specific?
- ▶ 2. Do you want to?
- ▶ 3. What is your number one goals?
- ▶ 4. Why?

Kick-off Questions

▶ **Target Audience:**

- ▶ 1. What are your most important services? Why?
- ▶ 2. Who would be your ideal client? Why?
- ▶ 3. Does your site receive a lot of traffic? How many new clients find you via your website?
- ▶ 4. Any past feedback from your website visitors?
- ▶ 5. What kind of unique jargon or phrases would your clients use in search?

Kick-off Questions

▶ **Available Resources:**

- ▶ 1. Who implements changes to the website? Are they available to contact?
- ▶ 2. Who redirected your website? Are they available to contact?
- ▶ 3. Did you track keywords or rankings with the past domain? Do you have any analytics data / reports available?

Kick-off Questions

- ▶ **Other Questions:**
- ▶ Why did you switch from <http://albertacriminaldefencelawyer.com/> to <http://www.darylroyer.com/> ?
- ▶ Do you know if the domain was redirected properly? Are you aware of any penalties your website may have had?