

SEARCH ENGINE OPTIMIZATION

PAGE-LEVEL CONTENT AUDIT

FOR

[Client.com/page](#)

PERFORMED BY

WIIDEMAN CONSULTING GROUP

Month DD, YYYY

Note: This document contains hyperlinks which can be clicked on and viewed when online. We recommend storing a digital copy as well as the printed version for access to additional learning and details. If you lose the digital version, please email support@wiideman.com referencing the website address the audit was performed for to receive a copy.

CONTENTS

| | |
|------------------------------------|----|
| INTRODUCTION | 3 |
| Technology | 3 |
| Content | 3 |
| Visibility | 3 |
| CONTENT OPTIMIZATION OPPORTUNITIES | 4 |
| Priority Overview | 4 |
| Summary / Total Score | 4 |
| Content and Quality | 5 |
| Expertise Questions | 10 |
| Presentation and Production | 13 |
| Comparative Questions | 16 |

INTRODUCTION

The *primary* goal of search engine optimization (SEO) is to **continuously improve the quantity of pages that appear within results and the quantity of relevant keywords that each page appears for**. The *ranking* of preferred URLs within results is influenced by undisclosed variables, and often a secondary goal when ranking can be monitored.

Wiideman breaks SEO into three specific disciplines, addressing known ranking signals as published by Google, Bing, and from data derived from years of experimentation:

1. Technology | Crawling, Indexing, Rendering & UX
2. Content | Best Answer, User Intent, Visual Stimulation, Sales Funnels
3. Visibility | Links, Mentions

All 3 of these disciplines influence *user behaviors* that search engines draw inferences from to determine over time if a listing is more helpful (or "[delightful](#)") than alternatives.

Technology

When the phrase "search engine optimization" was first coined, nearly all activity was based around technology (code validation, interlinking, etc). As SEO evolved, more emphasis was given to content and inbound links, causing a firestorm of spam across the Web.

With new spam filters in place, prioritization of technical SEO focal points has returned, including [Page Speed](#), [HTTPS/SSL](#), [Mobile-First Design](#), [Interstitials](#), [Transparency](#), and [Crawlability](#) among them. This report focuses primarily on these factors. Speak with our consultants about audits and strategies we offer for Content, Visibility, Local/Maps, Online Reputation, and Penalty Recovery (as applicable).

Content

Creating content to solve the end desire or *the intent of a query* continues to become more important than the use of keywords. It takes a mix of usability and technical best practices to have a *single, obvious page of content* for web crawlers and users, to address the query (and its derivatives) performed, and to provide a simple path to that content.

Visibility

Research shows that the more visible an entity is for a given keyword set **off the website itself**, the more votes the entity earns toward winning the highest rankings. Unnatural patterns of visibility are not calculated into the ranking formulas and can often result in algorithmic or manual penalties. Signals we know about include:

1. Inbound hyperlinks, including the authority of linking page
2. Recurring **searches** for the specific content
3. **Citations** of an entity (brand name) on pages that have established **trust**
4. Curation and quotation of contextual and media content showing **authority**

To understand Google's use of links in determining rankings, [learn about PageRank](#).

CONTENT OPTIMIZATION OPPORTUNITIES

We recommend using a project management system such [Ignitur](#), which includes integrated performance reporting, to group the below tasks as “Webmaster Tasks”. If your project management system allows for it, include columns for Priority, Effort Level (determined by your webmaster), and Status.

Priority Overview

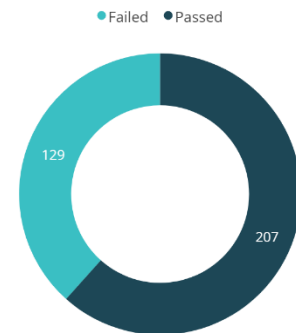
The first question we are typically asked is "where should we start?" when it comes to page-level search engine optimization. When it comes to content, unfortunately *all factors* come into play. So we've broken the audit into the following categories, straight from the Google Webmaster [blog post](#), each worth 10 points.

- Content and Quality Questions
- Expertise Questions
- Presentation and Production Questions
- Comparative Questions

Effort level is variable based on the features and limitations of the CMS and the skill level of graphic designers and web developers on the team.


Summary / Total Score

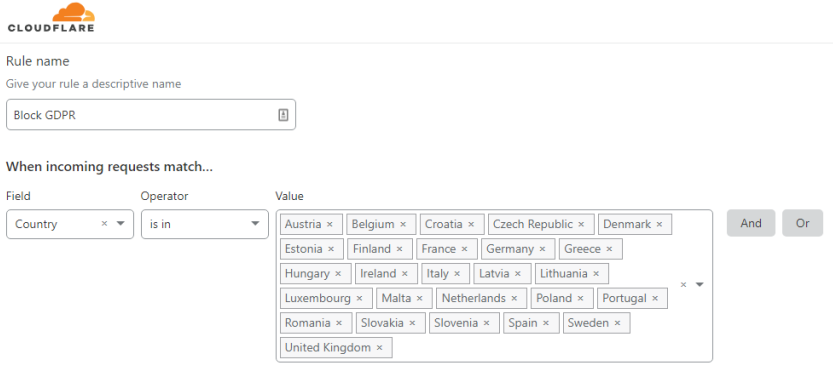
Out of a total of 336 points possible, [client.com](#) earned [129](#) points, or [38%](#). [\[auditor, diagram is from visage.co\]](#)

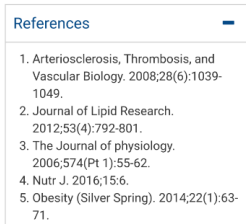
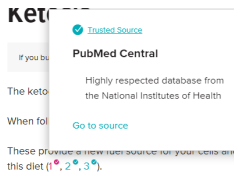


Content and Quality

Maximum points for Content and Quality items are 10 points each.

| Item # | CRITERIA | TEST | STATUS | POINTS |
|--------|--|--------------------------------|--------------|--------|
| 1 | <p>Page demonstrates Expertise, Trust, and Authority.</p> <p>New to this audit since 2018 when Google released the Medic Update, and then in January of 2019 announced a crackdown on pages that appear to be Fake News, determined algorithmically, this criterion is a manual review of focal points that Google emphasized within their Google Search Quality Evaluator Guidelines.</p> <p>According to these guidelines [2.3 Your Money or Your Life (YMYL) Pages], Google keeps "very high Page Quality rating standards for YMYL pages because low quality YMYL pages could potentially negatively impact users' happiness, health, financial stability, or safety." Which means this criterion is lower for non-YMYL pages and should be scored accordingly.</p> <p>Examples include proving to users that the page is legitimate, the author is qualified to write on the topic, and that the brand is an authority on the keyword it's designed to rank for in search engine results. We look for <i>Fact-Checked</i> logos, awards and recognition, testimonials/reviews, and links to author biographies (when applicable). Marie Haynes wrote a very descriptive article on E-A-T, which you can read here.</p> <p>Example of a webpage that recovered and earned Position Zero (Featured Answer) in Google:</p>  <p>Scoring: If not a YMYL page, full points are awarded if page offers a phone number, a valid SSL certificate and a privacy policy.</p> <p>If a YMYL page, all the above PLUS a refund policy (if applicable), an About Us page, easy access to contact information (phone and physical address), and does not appear to be a fake page (or phishing) discoverable by copying 6-8 words of text you feel should be unique to this page and searching Google for that text within quotes.</p> <p>If some other website appears in Google other than the page you are on, give half points. If an article or blog post, the author biography should prove expertise and have a link to an official biography page of the author. There should also be some proof of the information being fact-checked or expert-verified in clear view above the scroll line.</p> <p>Learn more Watch a Video</p> <p>Results: Describe results, use screenshots if necessary.</p> | Manual or Test | Pass or Fail | 0/10 |

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| <p>2</p> | <p>GDPR is addressed and includes all necessary language.</p> <p>With user behavior signals in mind, and the likelihood of an international user deciding to return to search engine results and choose a page with clear GDPR information, this criterion could have dramatic long-term effects on rankings.</p> <p>If the website does not serve domestic US-Only, points are awarded for a valid Cookie Consent pop-up containing the minimum requirements (samples) with an "I ACCEPT" button. For US-Only, full points are awarded regardless. Sitepoint.com offers this article with options on how to block countries that enforce GDPR regulations. Below is an example of how-to setup blocking using Cloudflare.com:</p>  <p>Learn More Watch a Video</p> <p>Results: Describe results, use screenshots if necessary.</p> | <p>Test</p> | <p>Pass or Fail</p> | <p>0/10</p> |
| <p>3</p> | <p>The page provides original information, reporting, research or analysis.</p> <p>Google doesn't provide many clues on this factor beyond this exact statement. Our inference is that the page needs to be unique from any other page it has its database. This means, original text, original data, original commentary, original imagery and original video.</p> <p>Scoring (Test content available on Mobile - highlight red or green in list below):</p> <ol style="list-style-type: none"> 2 points if the content passes a Copyscape scan 2 points if the content is unique to this page versus other pages on the website (siteliner) 2 points if the data is from the site owner, not a third party (free points if not applicable) 2 points if images are not stock images or 3rd party images (test with Search Web for Image) 2 points if the video is made by the site owner and unique to this page <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | <p>Manual Test</p> | <p>Pass or Fail</p> | <p>0/10</p> |
| <p>4</p> | <p>Does the content provide a substantial, complete or comprehensive description of the topic?</p> <p>While this question seems vague, a basic understand of the user's intent when they hit this page is all that's required when deciding the comprehensiveness of the page. To figure this out, simply search for the target keyword this page is optimized to appear for, then compare and analyze the top 5 Organic (not Map, News, Social or Media) results.</p> | <p>Manual Test</p> | <p>Pass or Fail</p> | <p>0/10</p> |

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| | <p>Scoring (Test on Desktop - highlight red or green in list below):</p> <ol style="list-style-type: none"> 2 points if the page contains approximately the same number of words (with 100 words) 2 points if the page shares all the same relevant 2 and 3-word phrases as the others (tool) 2 points if the page contains a short summary at the top of the page (without scrolling) 2 points if there is a short table of contents and links below the summary paragraph 2 points if the page genuinely solves the same problems the competing pages do, but better <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | | | |
| 5 | <p>Does the content provide insightful analysis or interesting information that is beyond obvious?</p> <p>This question requires critical thinking skills where no testing tools are available. If you do not feel comfortable judging whether or not the content is insightful or interesting (versus boring, dry, or difficult to consume), we recommend crowd-sourcing through Mechanical Turk asking a minimum of 100 Masters at \$2 per HIT to help answer this question, or combining this question for a \$5 - \$10 per HIT survey. We realize this could end up becoming a \$1,000 task; the client may want to weigh the need based on the value per lead and volume of queries available for this page.</p> <p>Scoring: Provide a 0-10 value based on the level of insightfulness, interestingness, and non-obvious statements that make the page an easy read and the decision to engage with the brand very likely.</p> <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | Manual Test | Pass or Fail | 0/10 |
| 6 | <p>If the content draws on other sources, does it avoid simply copying or rewriting those sources and instead provide substantial additional value and originality?</p> <p>Scoring (Test on Desktop - highlight red or green in list below):</p> <ol style="list-style-type: none"> 5 points if the page footnotes references or links directly to them using superscript (like this) 5 points if the page adds context to quoted references versus just quoting the reference <p>Learn More</p> <p>Examples (Healthline.com and LifeExention.com - both Medic Update survivors):</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="360 1419 604 1640">  </div> <div data-bbox="797 1440 1029 1612">  </div> </div> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | Manual Test | Pass or Fail | 0/10 |
| 7 | <p>Does the headline and/or page title provide a descriptive, helpful summary of the content?</p> | Manual Test | Pass or Fail | 0/10 |

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| | <p>Wideman has been testing the impact of meta titles, descriptions and rich results on keyword rankings since 2008, and in every test, these attributes result in ranking changes within a 18-45-day window (we recommend waiting 45 days after an update to "let the dust settle").</p> <p>However, too often, brands underutilize these fields, stating a word or phrase and repeating the brand name in the title, and/or leaving the meta description empty, short or vague.</p> <p>Scoring:</p> <ol style="list-style-type: none"> 1. Take a screenshot of the current page's results in Google using a site operator (site:URL) 2. Search for the primary target keyword and screenshot the top 3 Organic results 3. Compare the helpfulness & descriptiveness of the page and provide a 0-10 score (10 being good) <p>Learn More Additional Reading</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | | | |
| 8 | <p>Does the headline and/or page title avoid being exaggerating or shocking in nature?</p> <p>Marketers often try too hard to beat competitors, resulting in the use of statements, promises, or ridiculousness that results in turning users away versus persuading them to click the listing (in Google search results).</p> <p>Examples include using all caps, using words like "best" if the statement can't be proven, or making users feel as though their money or life are in danger.</p> <p>GOOD: Affordable Insurance for Seniors, Compare Plans & Options Easily BAD: BEST INSURANCE FOR SENIORS - YOUR LIFE IS DANGER WITHOUT US!!</p> <p>Scoring: Using the screenshot from the previous test, decide if the headline feels exaggerated or shocking and provide a 0-10 score (where 0 is exaggerated or shocking and 10 is not)</p> <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | Manual Test | Pass or Fail | 0/10 |
| 9 | <p>Is this the sort of page you'd want to bookmark, share with a friend, or recommend?</p> <p>Yet another critical thinking question, leading to the likelihood of attracting hyperlinks (see PageRank).</p> <p>Scoring: Using your best judgment, provide a score from 0-10 (10 being the most shareable, 0 being the least) on the likeliness of whether this page is helpful or interesting enough to earn links and shares, or if it feels too similar to other content, or worse, just not something you could ever imagine someone sharing with anyone else.</p> <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | Manual Test | Pass or Fail | 0/10 |
| | Total Points for Content and Quality Questions (out of 90 possible) | | | [Total] |

Expertise Questions

Each criterion in Expertise Questions is worth 10 points. This audit should not apply to e-commerce product detail pages, location landing pages for franchises, or in general to content focused on product sales or lead generation.

Example of pages this **would** apply to:

<https://www.healthline.com/nutrition/10-signs-and-symptoms-of-ketosis>

<https://www.akc.org/expert-advice/health/spaying-and-neutering-your-dog-faqs/>

<https://www.imore.com/how-to-partition-your-mac>

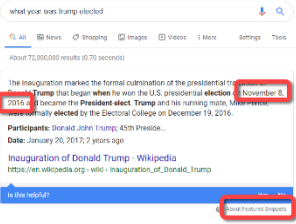
Example of pages this would **not** apply to:

<https://www.bhphotovideo.com/c/buy/Nikon/Ntt/Nikon+fisheye/N/0>

<https://www.gairgair.com/automobile-accidents.html> (even though it proves expertise)

<https://www.meineke.com/locations/ca/anaheim-2334/>

| Item # | CRITERIA | TEST | STATUS | POINTS |
|--------|--|-------------|--------------|--------|
| 1 | <p>Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?</p> <p>For this criterion, our goals are to feel like we can trust the page, that the page cites sources when making statements, and proves expertise through author background.</p> <p>Scoring (Test on Desktop - highlight red or green in list below):</p> <ol style="list-style-type: none"> 4 points if the page gives you a sense of trust, through visual clues such as trust logos, mentions of news or media features, and overall professionalism of the page 2 points if the page cites its sources for statements that seem like they need it, such as data statements like "3 out of 4 people...." 2 points if the page links to its sources so users and search engines can validate it 2 points if there is enough information about the author of the page to improve your trust in the accuracy or validity of the content on the page <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary.</p> | Manual Test | Pass or Fail | 0/10 |
| 2 | <p>If you researched the site producing the content, would you come away with an impression that it is well-trusted or widely recognized as an authority on its topic?</p> <p>There are a lot of malicious "hackers" online creating fake websites to phish for data, some who go as far as redirecting traffic from an actual trustworthy brand through malware installed from vulnerable websites. For this reason, it's critical to research the brand and website when attributes as important as money or health are involved.</p> <p>Scoring (Test on Desktop - highlight red or green in list below):</p> <ol style="list-style-type: none"> 2 points if the website passes Google's Safe Browsing Site Status test 2 points if the page passes Joe Sandbox Cloud with no issues 2 points if the domain has no issues when searching "reviews" "{domain}" -site:domain 2 points if brand has no issues when searching "reviews" "{brand}" -site:domain 2 points if there are multiple mentions of the brand and topic you are researching when searching "{topic}" "{brand}" -site:domain | Manual Test | Pass or Fail | 0/10 |

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| | <p>Learn More Watch a Video</p> <p>Results: Describe results, use screenshots if necessary.</p> | | | |
| 3 | <p>Is this content written by an expert or enthusiast who demonstrably knows the topic well?</p> <p>Any business can order a generic article by a non-expert through textbrokers.com, WriterAccess.com and other platforms. Faking expertise is easy unfortunately. A true expert is highly visible online for the subject or topic they have expertise in. Finding this information is also simple and can be done quickly.</p> <p>Scoring (Test content available on Mobile - highlight red or green in list below):</p> <ol style="list-style-type: none"> 2 points if the content itself showcases expertise in a way that makes you think "wow, this person really knows about this topic" 2 points if the author has dozens or hundreds of other websites mentioning their name and the topic. Search Google for "{author_name}" "{topic}" -site:{domain} Example: "steve wiideman" "seo" -site:wiideman.com 2 points if the author has published a book or collegiate publication Search: https://scholar.google.com/ Search: https://books.google.com/ 2 points if the author has a college degree in the topic (check author's biography) 2 points if the author is endorsed by others in LinkedIn for the topic <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | Manual Test | Pass or Fail | 0/10 |
| 4 | <p>Is the content free from easily verified factual errors?</p> <p>There is not an easy way to verify anything online today, but in many cases Google will provide aggregated data into its Knowledge Graph, so there's a higher likelihood of accuracy.</p> <p>Example of a verifiable error: Trump was elected in 2016</p> <p>Verified by searching Google for "what year was Trump elected"</p> <p>Sources stating 2016: Wikipedia, Biography.com, PBS.org, Britannica, and history.com</p>  <p>Scoring (Test on Desktop - highlight red or green in list below):</p> <ol style="list-style-type: none"> 5 points for fact-checking and verifying one statistic or statement 5 points for fact-checking and verifying a second statistic or statement <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | Manual Test | Pass or Fail | 0/10 |
| 5 | <p>Would you feel comfortable trusting this content for issues relating to your money or your life?</p> <p>We recommend adding this question to the crowdsourcing task mentioned above with a goal of having at least 70% of respondents feeling comfortable trusting this content for issues that could affect their finances or their life/health. At a bare minimum, ask at least 10 individuals for feedback (0-10 score).</p> <p>Scoring: Provide a 0-10 value-based feedback from more than 10 individuals, where 0 is an absolute "no" and 10 is an absolute "yes".</p> | Manual Test | Pass or Fail | 0/10 |

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| | Learn More Results: Describe results, use screenshots if necessary. Place screenshot of score here. | | | |
| | Total Points for Content and Quality Questions (out of 50 possible) | | | [Total] |

Presentation and Production

Criterion within Presentation and Production questions are worth 10 points each.

| Item # | CRITERIA | TEST | STATUS | POINTS |
|--------|--|-------------|--------------|--------|
| 1 | <p>Is the content free from spelling or stylistic issues?</p> <p>Google has been emphasizing the importance of spelling, grammar, brevity, and writing style issues since the first release of their SEO Starter Guide. They continue to push the importance of proper writing to help maximize the experiences their users have on content they recommend in the results.</p> <p>Use the scoring below to help determine how much attention this page gives toward spelling, grammar and so forth.</p> <p>Scoring (Test on Desktop - highlight red or green in list below):</p> <ol style="list-style-type: none"> 5 points if the page scores 90 points or greater at grammarly.com Copy/paste the body of the content to test 5 points if the page is void of "hard to read" and "phrases with simpler alternatives" using the Hemmingway Editor at hemmingwayapp.com <p>Learn More Google SEO Starter Guide</p> <p>Results: Describe results, use screenshots if necessary.</p> | Manual Test | Pass or Fail | 0/10 |
| 2 | <p>Was the content produced well, or does it appear sloppy or hastily produced?</p> <p>We suggest this criterion be reviewed by a professional content editor or someone with a degree in literature, journalism, or advanced writing. For many web content consumers, we're used to seeing sloppy content, focusing our eyes on key points, headings, subheadings, and getting what we need amidst the chitter-chatter and fluff of everyday content.</p> <p>A well-organized page contains attributes, "flow" and storytelling to make the reading experience enjoyable. Use the scoring list below to determine if the page is was written hastily or is sloppy in appearance.</p> <p>Scoring (Test on Desktop - highlight red or green in list below):</p> <ol style="list-style-type: none"> 2 points if the paragraphs are short 1-3 sentences in length 2 points if multiple paragraphs are broken up with imagery, bullet or numbered lists, or videos 2 points if there is a summary and conclusion paragraph 2 points if there are subheadings that expand upon the main heading 2 points if it feels like the page took quite a bit of time and research to put together <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary.</p> | Manual Test | Pass or Fail | 0/10 |
| 3 | <p>Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?</p> <p>"Roundups" are a term used to describe a link-building technique harnessing the influence of multiple experts to create page offering feedback from important names in an industry, such as "50 Experts Weigh-In on Diets", often resulting in lengthy pages of feedback from multiple sources.</p> <p>In concept, this sounds like fantastic content. However, if you've ever actually read one of these roundups, you'll know that there's rarely any structure, analytics, charts, summaries or key takeaways. Similar concepts</p> | Manual Test | Pass or Fail | 0/10 |

| | <p>are repeated between contributors causing a lot of redundancy, where a subpage could have been created to elaborate on points related to the repetitious subtopic.</p> <p>Scoring (Test content available on Mobile - highlight red or green in list below):</p> <ol style="list-style-type: none"> 5 points if the content is not an expert roundup 5 points if the page does not repeat the same concepts <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|--|--|--------------------|----------------|-------------|--|--|----------|-------------------------|--|--|-----------------|-----------|----------|---------------|---------|---------|-------------------------------|---------|---------|-------------------------------|---------|---------|--------------------------------|---------|---------|--------------|---------|---------|----------------------------------|---------|---------|----------------------------------|---------|---------|--------------------------------|---------|---------|----------------------------------|--------|---------|-------------|--------------|------|
| 4 | <p>Does the content have an excessive amount of ads that distract from or interfere with the main content?</p> <p>Two significant Google Updates took place in the past that affected pages containing Ads Above the Fold and Interstitials (irrelevant pop-up ads). Basically, if ads prevent the user from accessing the content they hoped to see when navigating to the web page, it may create a poor user experience causing the user to return to Google search results and choosing a competing listing (this may signal to the search engine that the result was not helpful).</p> <p>With Google rolling out Mobile-First Indexing, here is how to score this criterion from mobile and desktop:</p> <p>Scoring (highlight red or green in list below):</p> <ol style="list-style-type: none"> 4 points if there are no intrusive pop-ups (other than web chat) on mobile 4 points if there are no ads on the initial mobile screen prior to scrolling the page 1 point if there are no intrusive pop-ups (other than web chat) on desktop 1 point if there are no ads on the initial desktop screen prior to scrolling the page <p>Learn More Page Layout Algorithm Improvement Interstitial Update</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | Manual Test | Pass or Fail | 0/10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | <p>Does content display well for mobile devices when viewed on them?</p> <p>Once again we refer to Mobile-First Indexing as the possible future of how search engines like Google measure and rank content. In this criterion, you'll view a webpage on a smartphone and tablet (preferably Apple iPhone, iPad, or Galaxy S9 as of 9/1/2019).</p> <p>Scoring (Test in Mobile - highlight red or green in list below):</p> <ol style="list-style-type: none"> 4 points if you scroll the page and do not find areas overlapping seemingly as though the page is broken 2 points if there is a mobile menu icon at the top of the page with easy to click navigation menu that seem more like buttons than links 2 points if the calls-to-action (buttons, etc) are large and easy to click on (versus text links which are harder to click) 2 points if there is no horizontal scrolling (sometimes caused by non-responsive videos) <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary. Place screenshot of score here.</p> | <table border="1"> <thead> <tr> <th colspan="2">Mobile Device Info</th> <th>Acquisition</th> </tr> <tr> <th colspan="2"></th> <th>Sessions</th> </tr> </thead> <tbody> <tr> <td colspan="2">USA Jul-Aug 2019</td> <td>9,155,263 (% of Total: 13%) (72,463,828)</td> </tr> <tr> <td>1. Apple iPhone</td> <td>4,111,940</td> <td>(44.91%)</td> </tr> <tr> <td>2. Apple iPad</td> <td>582,104</td> <td>(6.36%)</td> </tr> <tr> <td>3. Samsung SM-G960U Galaxy S9</td> <td>223,985</td> <td>(2.45%)</td> </tr> <tr> <td>4. Samsung SM-G950U Galaxy S8</td> <td>200,430</td> <td>(2.19%)</td> </tr> <tr> <td>5. Samsung SM-G965U Galaxy S9+</td> <td>169,382</td> <td>(1.85%)</td> </tr> <tr> <td>6. (not set)</td> <td>151,583</td> <td>(1.66%)</td> </tr> <tr> <td>7. Samsung SM-N960U Galaxy Note9</td> <td>151,157</td> <td>(1.65%)</td> </tr> <tr> <td>8. Samsung SM-N950U Galaxy Note8</td> <td>142,361</td> <td>(1.55%)</td> </tr> <tr> <td>9. Samsung SM-G955U Galaxy S8+</td> <td>141,230</td> <td>(1.54%)</td> </tr> <tr> <td>10. Samsung SM-G975U Galaxy S10+</td> <td>89,338</td> <td>(0.98%)</td> </tr> </tbody> </table> | Mobile Device Info | | Acquisition | | | Sessions | USA Jul-Aug 2019 | | 9,155,263 (% of Total: 13%) (72,463,828) | 1. Apple iPhone | 4,111,940 | (44.91%) | 2. Apple iPad | 582,104 | (6.36%) | 3. Samsung SM-G960U Galaxy S9 | 223,985 | (2.45%) | 4. Samsung SM-G950U Galaxy S8 | 200,430 | (2.19%) | 5. Samsung SM-G965U Galaxy S9+ | 169,382 | (1.85%) | 6. (not set) | 151,583 | (1.66%) | 7. Samsung SM-N960U Galaxy Note9 | 151,157 | (1.65%) | 8. Samsung SM-N950U Galaxy Note8 | 142,361 | (1.55%) | 9. Samsung SM-G955U Galaxy S8+ | 141,230 | (1.54%) | 10. Samsung SM-G975U Galaxy S10+ | 89,338 | (0.98%) | Manual Test | Pass or Fail | 0/10 |
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| | Total Points for Content and Quality Questions (out of 50 possible) | | | [Total] | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Comparative Questions

Slightly overlapping with other criteria, these two questions take a direct look at the competitive landscape and are thus scored separately:

| Item # | CRITERIA | TEST | STATUS | POINTS |
|--------|--|-------------|--------------|----------------|
| 1 | <p>Does the content provide substantial value when compared to other pages in search results?</p> <p>As performed earlier in the audit, search Google for the target keywords the page should rank for, keeping the user's intentions in mind. For example, if you are marketing a car accident lawyer page to attract Los Angeles clients, your keyword target would "car accident lawyer los angeles", not "car accident lawyer", "car accidents" and not "car", "lawyer" or "los angeles".</p> <p>This question is ideal for crowdsourcing using Mechanical Turk or Google Surveys, in conjunction with Survey Monkey where fixed answers can be randomized.</p> <p>Organic results only, as Map "packs", news results and video carousels have different optimization and ranking criteria. An Organic result is one that appears with a blue title, green web address, and black description text in Google search results.</p> <p>Scoring (Test on Mobile - highlight red or green in list below):</p> <ol style="list-style-type: none"> 5 points if the page provides more value than the page ranking #1 3 points if the page provides more value than the page ranking #2 2 points if the page provides more value than the page ranking #3 <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary.</p> | Manual Test | Pass or Fail | 0/10 |
| 2 | <p>Does the content seem to be serving the genuine interests of visitors to the site or does it seem to exist solely by someone attempting to guess what might rank well in search engines?</p> <p>This question is intuitive as is. A quick glance at the page should be enough to immediately know if a page solved the problem the user has or if it's just a generic article created for the sole purpose of ranking in search results.</p> <p>Scoring: on a 0-10 scale, does this page solve the user's problem (10 being best) or does it come off as spam or not very helpful (0 being worst)?</p> <p>Learn More</p> <p>Results: Describe results, use screenshots if necessary.</p> | Manual Test | Pass or Fail | 0/10 |
| | Total Points for Content and Quality Questions (out of 20 possible) | | | [Total] |

---- End of Report ----