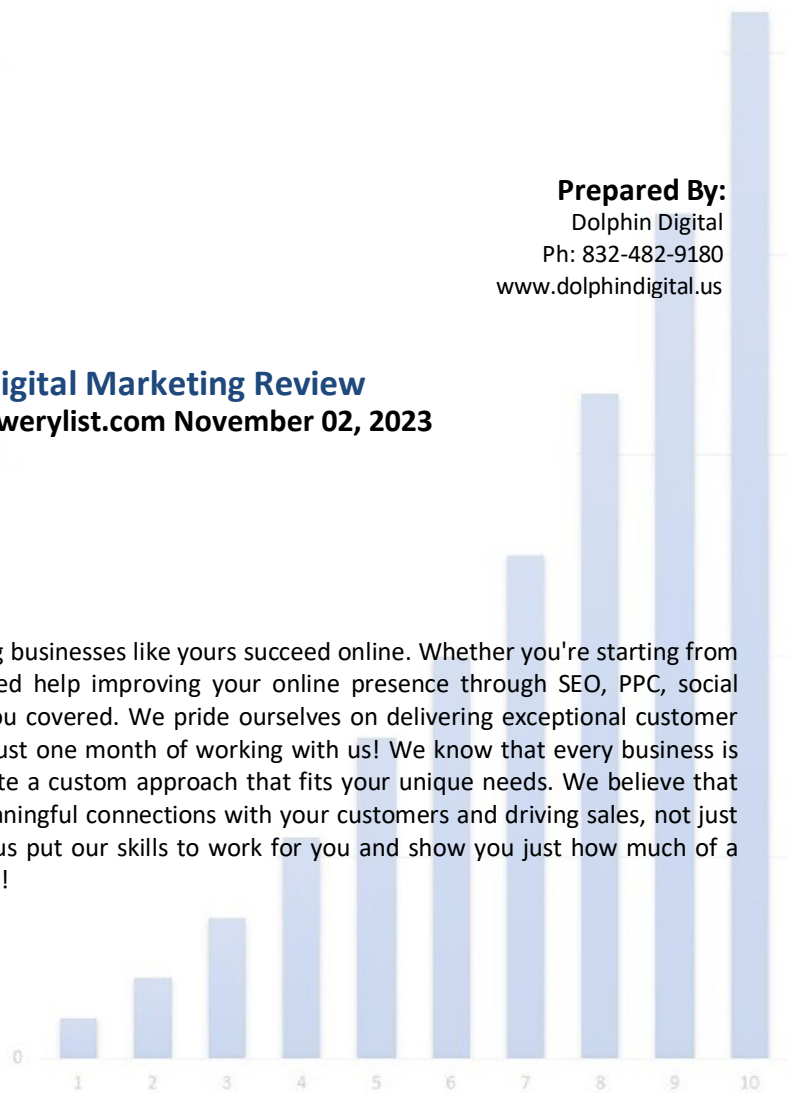


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**Dolphin Digital Marketing Review
for coloradobrewerylist.com November 02, 2023**

At Dolphin Digital, we're all about helping businesses like yours succeed online. Whether you're starting from scratch and need a website, or just need help improving your online presence through SEO, PPC, social media, and website design, we've got you covered. We pride ourselves on delivering exceptional customer support and results you can see within just one month of working with us! We know that every business is different, so we'll work with you to create a custom approach that fits your unique needs. We believe that digital marketing is all about making meaningful connections with your customers and driving sales, not just racking up clicks or impressions. So, let us put our skills to work for you and show you just how much of a difference we can make for your business!



SEO Assessment for coloradobrewerylist.com

An SEO assessment was performed on the coloradobrewerylist.com website to identify SEO weaknesses and the feasibility of launching an SEO campaign. General on-site optimization issues have been outlined in detail below. We also detected website infrastructure issues related to low-quality inbound links, which is a significant concern because it can impact search-based rankings significantly and be challenging to correct.

TITLE TAGS - Each web page should have a unique page <title> tag, which tells search engines what the page is about. The page title is one of the most important SEO elements, and the home page is the most important page of any website, including coloradobrewerylist.com.

Web Page Title Tag Keyword Quality: Incorporating quality keywords that appeal to a large audience is critical to maximizing traffic volumes to coloradobrewerylist.com and sales conversion rates from that traffic. We found that the selection of keywords currently being targeted within the title tags of the home page and some interior web pages could be significantly improved, allowing for increased opportunities to generate activity through the website.

Interior Page Title Tag Keywords are Non-Ideal: Relevant target keywords have been selected for some interior web page title tags. However, better target keywords exist that are either more relevant or equally relevant but are more popular. Coloradobrewerylist.com SEO potential could be improved by adjusting the target keyword selection.

Web Page Title Tag has Weak Local Optimization: The website serves a local community, like a city or a state. However, these local references need to be incorporated within the page title tags of the home page and some interior web pages. Local citations on coloradobrewerylist.com should be treated like keywords, reinforcing information to the search engines about where the products or services are being offered.

Web Page Title Tag Repeats Keywords: Words within some page title tags of interior web pages are repeated unnecessarily. Once Google sees a keyword in a title tag, a second reference is unnecessary as Google "gets it." Furthermore, the repeated words waste valuable space within the title tag that could be used to incorporate additional target keywords. Some people may also feel that repeated keywords in a page title looks contrived. The impacted page title tags on coloradobrewerylist.com should be reconstructed to be more efficient and appealing to both search engines and people.

Web Page Title Tag has Company Name Only: Some page title tags on coloradobrewerylist.com contain only the name of the company. While it is good to include the company name within the page title tag, other descriptive phrases including target keywords should also be added.

Home Page Title Tag Keyword Positioning: Research has shown that the position of a primary target keyword within a page title tag impacts how influential that keyword is for search engine rankings. Currently for the home page title tag of coloradobrewerylist.com, a targeted search phrase is not at the beginning, leading to diminished search engine ranking opportunities for that search phrase.

META Description Tags - Like page title tags, META Description tags are also seen within search engine results listings. META Description tags provide details about the purpose of each page and, when crafted professionally, can influence click-through rates from the search engines to a web page.

Home Page META Description Missing: The META Description tag for the home page of coloradobrewerylist.com is missing, which forces Google to craft a description of its own. This leads to the strong possibility of delivering non-influential content to sales prospects, consequently lowering click-through rates. Lower click-through rates will result in lower traffic volumes to coloradobrewerylist.com and diminished search engine rankings. Rankings are lowered because Google wishes to serve search results for the most desirable websites, as indicated by more robust click-through rates.

Web Page META Tag Targeting Mismatch: The execution of on-page content should include having the same target keywords used within the page title tag to also be used within the META Description tag. For some interior web pages of coloradobrewerylist.com, keyword targeting is not in sync between page title tags and META Description tags. This leads to weakened keyword targeting, reducing the opportunity for each web page to capture competitive rankings for the intended target search phrases.

Web Page META Description Duplicate: The META Description tags across some interior web pages of coloradobrewerylist.com are not unique. Google's Webmaster Guidelines strongly recommend that each web page have a unique description that represents the purpose of each web page. Duplicate META Description tags fail to describe the uniqueness of each page and the purpose of the page, while also potentially diminishing the opportunity to capture competitive search engine rankings.

Content Optimization - For Google to identify the important keyword phrases of a website, keyword targeting must be consistent between the page title, META description, and the bulk content of each web page. There must also be enough content on each web page to communicate effectively to Google about the page's purpose. Web pages cannot rank well for search phrases that do not exist throughout a web page.

Web Page has Too Little Content: The home page and some interior pages of coloradobrewerylist.com need more content. Google needs to receive more direction from the web page to describe what the web page is about or to implement target keywords that could improve the opportunity to capture competitive search rankings. It is difficult for any web page to capture search engine rankings for search phrases that do not exist on a page.

Web Page has Low-Value Keywords: Popular and relevant target keywords do not exist within the bulk content of the home page and some coloradobrewerylist.com interior web pages. It is difficult for a web page to capture competitive rankings for search phrases that do not exist within the bulk content of a web page. Meaningful keywords can be identified through keyword research and then worked into the content tactfully.

Home Page Keyword Density: Relevant and popular search phrases were found on the home page of coloradobrewerylist.com. However, the overall frequency of these keywords, known as keyword density, needs to be thicker. Target keywords should stand out in a tactful manner with multiple references on each web page.

Web Page Needs Local Optimization: The coloradobrewerylist.com website serves a local audience, however, the integration of local phrases (city or state) on the home page and some internal web pages are not in proximity of target keywords. This makes it difficult for the search engines to associate strong keyword rankings for the communities that the website serves. Location phrases should be considered keywords and should also be in proximity to target keywords that represent the website's products and services.

Web Page External Content Duplication: Content found on some interior pages of coloradobrewerylist.com appears to be duplicate vs. content on different websites. Google imposes strong penalties to web pages that have duplicate content that originally came from a different website. Any content that is not original will be ignored by Google and, in excessive amounts, could cause a website to be blocked by Google.

Fascinating SEO Stats

68% of online activities start with a search engine.	61% of marketers say growing SEO is a top priority.
80% of all purchases start with search	51% of all traffic comes from organic searches.
75% of searchers never click past the first page.	Companies that blog have 434% more indexed pages than those that don't.
46% of all Google searches are local.	As of 2019, Google holds 86% of the search market.
70% of users completely ignore paid ads.	The US SEO marketing spending is approx. \$130 billion
Leads from SEO are eight times likelier to become paying customers than via traditional campaigns.	SEO is the most cost-effective way to reach your potential target market

We provide comprehensive SEO solutions designed to produce long-term growth. In addition to addressing the abovementioned issues, we ensure monthly search engine ranking growth. Our dedicated SEO team includes some of the most experienced professionals in the industry. Below are specific tasks we address for the SEO campaigns we manage.

- *We produce fast results with measurable improvements within the first month.*
- *We provide ethical "white hat" SEO services, which are considered acceptable by all major search engines.*
- *Averages between 1/3 and 1/10 the cost per click compared to Google Ads.*
- *We must demonstrate ranking growth each month.*
- *We provide an industry-leading SEO performance guarantee.*
- *Our senior SEO engineers are some of the most experienced in the world.*
- *We provide a complete solution addressing both on-site and off-site SEO.*
- *We understand that your bottom line is sales, not just clicks.*

Industry-Leading Performance Guarantee

We offer an industry-best SEO service performance guarantee, covering all areas of search engine growth. The performance guarantee includes the following provisions:

- *Capture a minimum of 5 new keyword rankings from relevant search phrases that have generated search results on Google. This ensures campaign growth by capturing new keyword rankings each month.*
- *While individual rankings may rise or fall, there will be a minimum net gain of 15 positions for all tracked keywords. This ensures that the campaign is growing by established rankings continuing to improve.*

Core SEO Task Summary

KEYWORD RESEARCH - Identify high-demand search phrases likely to generate sales.

INITIAL ON-SITE CONTENT OPTIMIZATION (VISIBLE) - Optimize the visible readable content on your website, considering your target keywords—up to 10 web pages.

INITIAL CONTENT OPTIMIZATION (NON-VISIBLE) - Content optimization improving non-visible HTML elements, including META tags, Page TITLE, Alt Tags, etc. Completed over 60 days. Up to 10 web pages.

TECHNICAL SEO EVALUATION - Observation of the overall technical SEO health of the website. This includes the review of the web page load speed, mobile responsive design, SSL hosting, inbound link quality, crawling issues, robots.txt, sitemap, and other technical factors that impact the performance of the SEO campaign.

TECHNICAL SITE DESIGN EVALUATION - Observation of the overall SEO health of the website. Includes the review of the on-page link crawling, content crawling, content impact on search, internal & external duplicate content, devalued content, pop-ups, below-the-fold content, page count, infinite-scroll issues, and other design factors that impact the SEO performance.

WEBSITE PERFORMANCE RECOMMENDATION - If needed, performance recommendations addressing conversion improvements, customer engagement, messaging, aesthetics, or issues that could improve website performance.

WEBSITE ARCHIVE - Archival of web pages targeted for optimization before and after the initial SEO work is implemented. This provides a snapshot of each web page addressed by the SEO campaign.

WEBSITE CONTENT & LAYOUT RECOMMENDATIONS - Provided on an as-needed basis, the recommendation of new web pages, including SEO landing pages or pages that can help with the website's performance (improved conversion rates). Assistance will be offered if recommendations are made.

BUSINESS DIRECTORY SUBMISSIONS - Inbound links and business profiles through directory listings. Includes major business portals like manta.com and Merchant Circle. The entire network includes 200+ listings.

ONLINE YELLOW PAGE SUBMISSIONS - Link building and profile submissions through Online Yellow Pages websites like SuperPages.com, YP.com, and Dex.

GPS & MOBILE MAP SUBMISSIONS - Link building and profile submissions across GPS Systems like TomTom, Chevy, Toyota, and other automotive manufacturers' phone and mapping services.

Core SEO Task Summary, Cont'd

VOICE RECOGNITION & SEARCH SUBMISSIONS - Link building and profile submissions through voice search technology like Apple's Siri, Windows Phones and Android Devices.

LOCAL SEO - Local SEO services include one physical location. Creation and/or optimization of one Google Business Profile listing. Multiple locations are supported at \$100 per additional location per month.

SCHEMA MARKUP - For compatible CMS', the addition of basic schema.org markup in JSON-LD format.

SEARCH ENGINE SUBMISSIONS - Website submissions to over 25 US-based search engines, including all major engines and numerous secondary search engines.

ADAPTATION TO SEARCH ENGINE RANKING UPDATES - Google implements over 500 annual ranking adjustments. We adjust your campaign to accommodate these changes.

ONGOING SEO SERVICES - Ongoing SEO tasks to ensure long-term campaign growth. A "whatever it takes" strategy to work on the specific elements of SEO that will produce the best results per the budget we have to work with. On a month-to-month basis, the campaign will need to have different tasks prioritized, ranging from more content, page creation, content optimization, inbound links, keyword targeting, data highlighting, strategy adjustments, website corrections, bad link removal, etc.

XML SITEMAPS - Construction of XML sitemaps to ensure search engine BOT crawling and to identify crawling issues. All major search engines crawl sitemaps.

BAD LINK CLEANUP - If bad inbound links are identified during the SEO Evaluation, we post the bad links to the Google Disavow Links tool to reduce their negative impact on search rankings.

GOOGLE ANALYTICS ACCOUNT CREATION - Creating a Google Analytics account (if one does not exist). Evaluation of website traffic to identify the website's strengths and weaknesses and provide performance feedback.

GOOGLE SEARCH CONSOLE CREATION - Creation of a Google Search Console account for Google. Google Search Console provides direct feedback from Google covering performance metrics about your website. This information is used to identify problems with the website and the campaign and to provide direction for future SEO work.

MONTHLY RANKING REPORTS & UPDATES - Campaign progress updates and a search ranking report showing rankings for relevant keywords on Google.

DIGITAL MARKETING CONSULTING - With over 26 years of experience, our digital marketing team has seen all the Internet offers. Tap our knowledge to help you to make the most sense of what works on the internet.