

# SEO REPORT FOR

JULY 2021





1. Site Health and Audit



2. On-Page Optimization



3. Citations



4. Google My Business



5. Google Map Radius



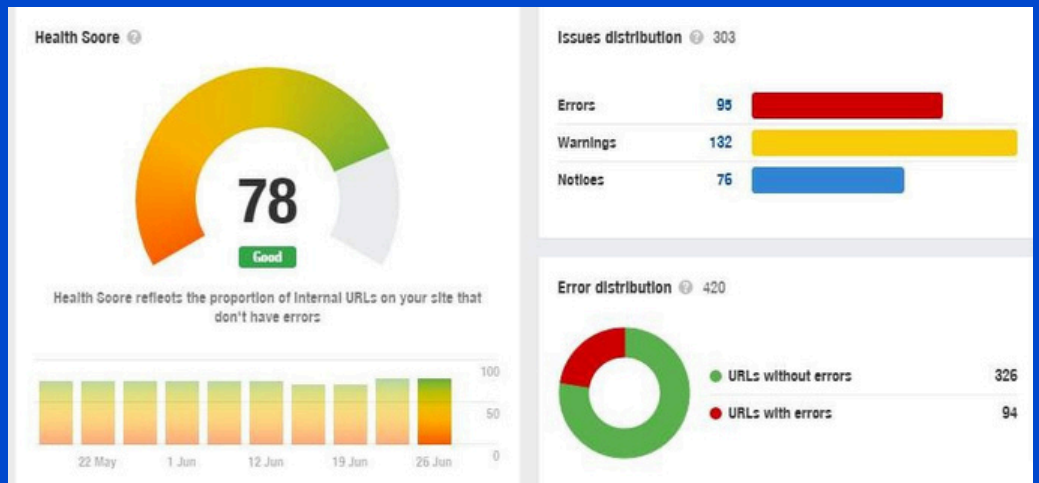
6. Recommendations

# Summary








# 1. SITE HEALTH

Overall the website is in good condition and with continues optimization we can still improve the score.



# TOP ISSUES

We can still lower down the top issues on the sites like no incoming internal links, meta descriptions, missing alt tags and others.

Issue	Crawled	Change
 Image broken	76	0
 Meta description tag missing or empty	16	0
 Page has links to broken page	1	0
 Redireot ohain	1	0
 Page has broken Image	1	0
 Missing alt text	61	0
 H1 tag missing or empty	27	1 ▼
 Open Graph tags Inocomplete	22	0
 Slow page	10	35 ▼
 Title too long	8	0



# TOP IMPRESSION

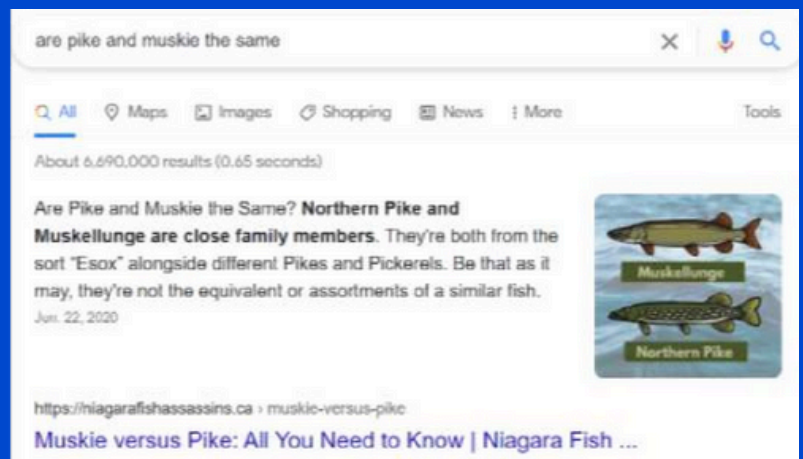
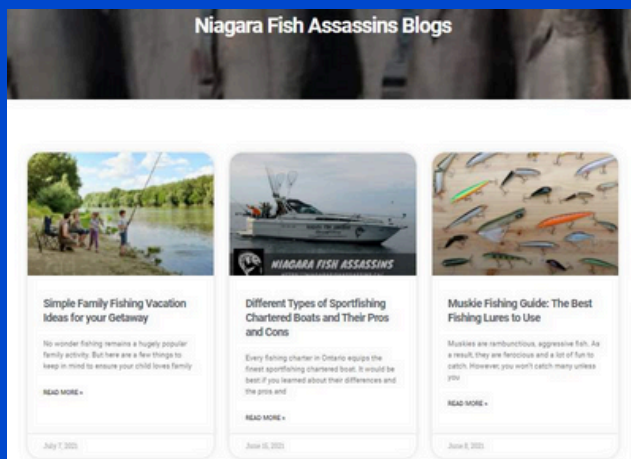
Here are the top impression of pages and queries from Google search console gather from google

Top queries	Clicks	Impressions
muskie vs pike	53	7,911
pike vs muskie	16	4,914
northern pike vs muskie	15	2,076
niagara fish assassins	605	1,518
musky vs pike	0	1,310
Top pages	Clicks	Impressions
<a href="https://niagarafishassassins.ca/muskie-versus-pike">https://niagarafishassassins.ca/muskie-versus-pike</a>	280	46,970
<a href="https://niagarafishassassins.ca/">https://niagarafishassassins.ca/</a>	1,377	8,221
<a href="https://niagarafishassassins.ca/lake-ontario-fishing">https://niagarafishassassins.ca/lake-ontario-fishing</a>	39	4,799
<a href="https://niagarafishassassins.ca/contact-us/">https://niagarafishassassins.ca/contact-us/</a>	22	3,931
<a href="https://niagarafishassassins.ca/packages/">https://niagarafishassassins.ca/packages/</a>	146	3,644



## 2. On Page Optimization - Blog Post

We added 1 new blog content in the website and edited 2 new blogs with the structured schema so we can get more featured snippets in google



# Embedded Google Review

We embedded to your google map to your website



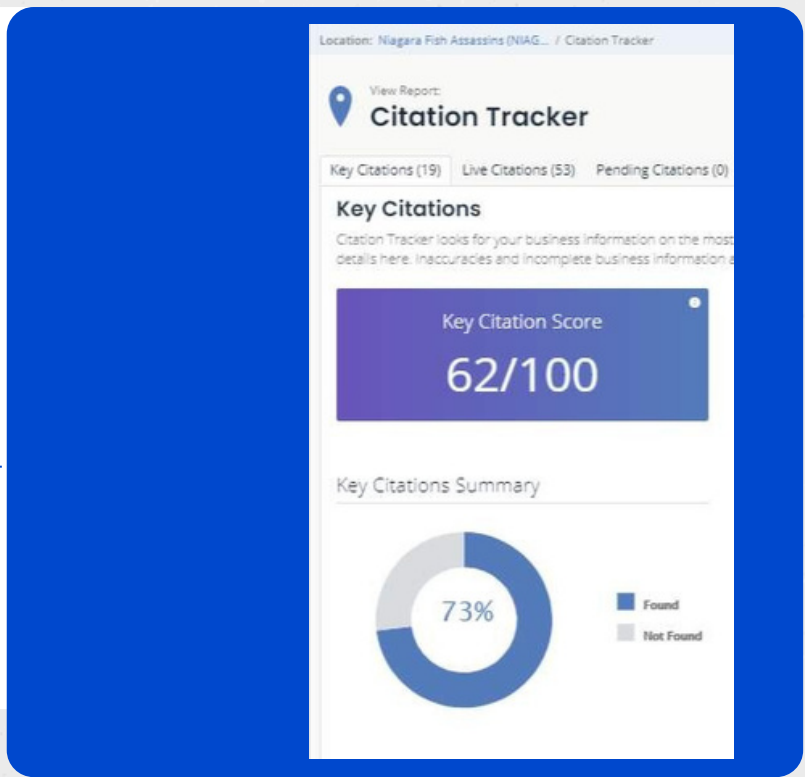
# 3. Local Business Listing

We update the wrong NAP Addresses and name details in some citations.

Added 5 more and some are still under verification.



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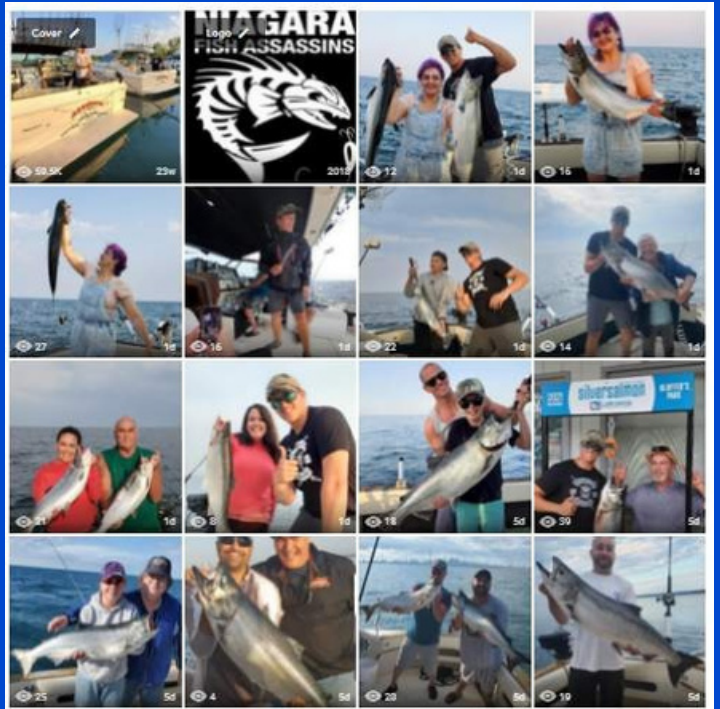
# 4. Google My Business

Uploaded 28 new photos that are geotagged with

the postal code and the target keywords.



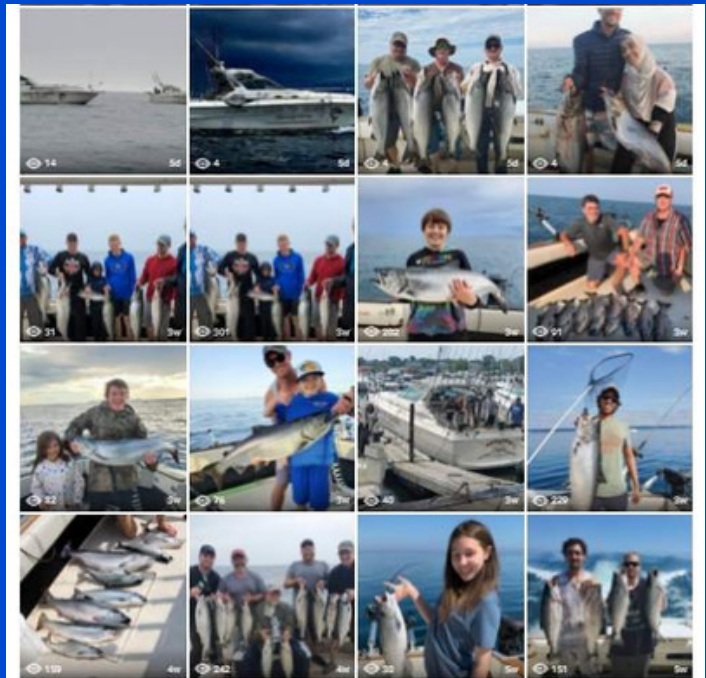
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# Google My Business Photos



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# Google My Business

Here is the comparison of insights from google my business.



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## PERFORMANCE

Views

12K

Searches

10.3K

Activity

33.2K

Search views

5.73K (+14%)

Maps views

6.31K (+16%)

Performance over the past 28 days

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## PERFORMANCE

Views

9.42K

Searches

8.29K

Activity

23.3K

Search views

4.48K (+30%)

Maps views

4.94K (+23%)

Performance over the past 28 days

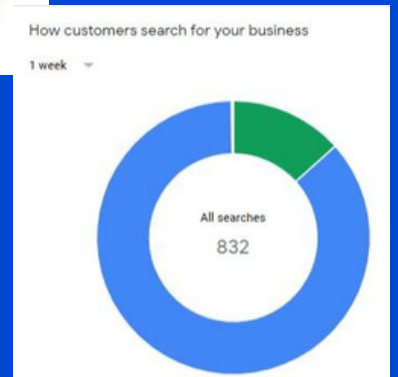
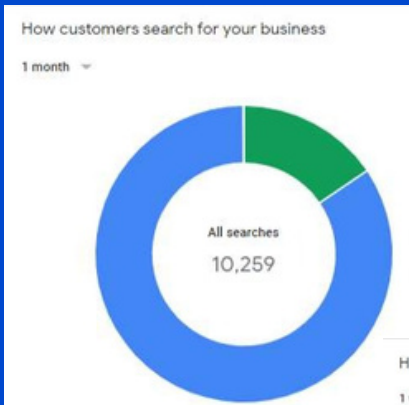
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# Google My Business

Insights for the month and week of June



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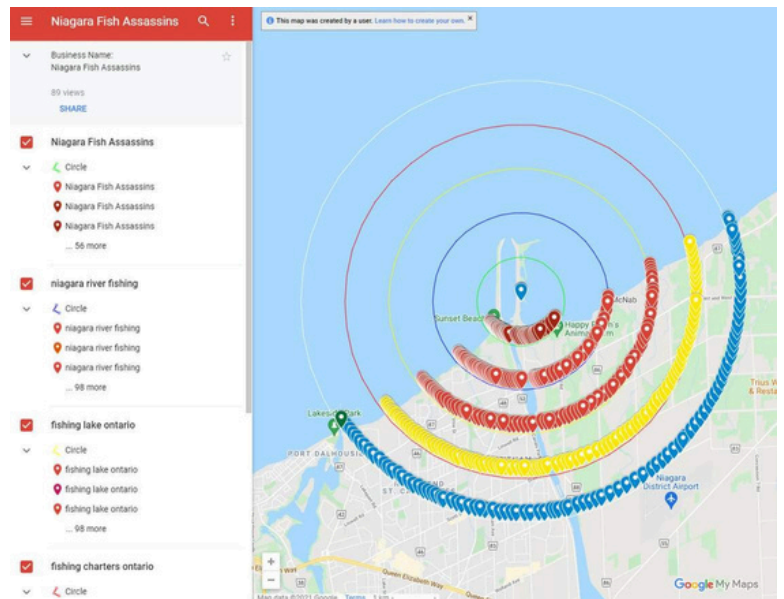


# 5. Google Map Radius

We also made a google map radius for the shop so that when people searches for certain keywords that are related to your product, your store can come up on their results.



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# Backlinks from Google

We also added 12 backlinks with the company description and links that can help that searchers.



GOOGLE MAP RADIUS	
URL - May 26, 2021	
<a href="https://www.google.com/maps/@/viewer?mid=1bOxK35e55Bz921FqH90OveXkBA-H8D&amp;ll=43.20511763690029%2C-79.16404347282872&amp;rs=12">https://www.google.com/maps/@/viewer?mid=1bOxK35e55Bz921FqH90OveXkBA-H8D&amp;ll=43.20511763690029%2C-79.16404347282872&amp;rs=12</a>	
<a href="https://www.google.com/maps/@/viewer?mid=1bOxK35e55Bz921FqH90OveXkBA-H8D&amp;ll=43.20511763690029%2C-79.16404347282872&amp;rs=12">https://www.google.com/maps/@/viewer?mid=1bOxK35e55Bz921FqH90OveXkBA-H8D&amp;ll=43.20511763690029%2C-79.16404347282872&amp;rs=12</a>	
EMAIL AND PASSWORD:	789sandra.nelson@gmail.com / password - nelson123@
LIVE GOOGLE BACKLINKS	TOP KEYWORDS FOR CATEGORIES
<a href="https://www.google.com/maps/@/viewer?mid=1560wa1Dz-cX0E1T3vau2e0WwJyKQz-7&amp;ll=43.2318492000000000%2C-79.2130514">https://www.google.com/maps/@/viewer?mid=1560wa1Dz-cX0E1T3vau2e0WwJyKQz-7&amp;ll=43.2318492000000000%2C-79.2130514</a>	Niagara Fish Assassins
<a href="https://www.google.com/maps/@/viewer?mid=111_Bd=8MvIer90iCYv0C30XKDUe-WP&amp;ll=43.2325564958951%2C-79.213582">https://www.google.com/maps/@/viewer?mid=111_Bd=8MvIer90iCYv0C30XKDUe-WP&amp;ll=43.2325564958951%2C-79.213582</a>	niagara river fishing
<a href="https://www.google.com/maps/@/viewer?mid=1aBF4lmas_47-lliljLER9Gh-SdALWwAg&amp;ll=43.231849899999999%2C-79.2130514">https://www.google.com/maps/@/viewer?mid=1aBF4lmas_47-lliljLER9Gh-SdALWwAg&amp;ll=43.231849899999999%2C-79.2130514</a>	fishing lake ontario
<a href="https://www.google.com/maps/@/viewer?mid=1s2z7gH4KlUwG-A918WU0-rNUR&amp;ll=43.23224744924919%2C-79.20651985">https://www.google.com/maps/@/viewer?mid=1s2z7gH4KlUwG-A918WU0-rNUR&amp;ll=43.23224744924919%2C-79.20651985</a>	fishing charters ontario
<a href="https://www.google.com/maps/@/viewer?mid=111b77e-TuCOFpwf_LSG1FDxYCiWVf-6&amp;ll=43.23224744924919%2C-79.20651985">https://www.google.com/maps/@/viewer?mid=111b77e-TuCOFpwf_LSG1FDxYCiWVf-6&amp;ll=43.23224744924919%2C-79.20651985</a>	fishing ontario
<a href="https://www.google.com/maps/@/viewer?mid=1xanlMyCYZ&amp;ne5HMV1Nk5Uj4eJ5-4&amp;ll=43.231848900000002%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1xanlMyCYZ&amp;ne5HMV1Nk5Uj4eJ5-4&amp;ll=43.231848900000002%2C-79.2130505</a>	niagara fishing guides
<a href="https://www.google.com/maps/@/viewer?mid=1YUM7AF5FevCrGE8-ssaspEG0XAGF7&amp;ll=43.231848900000002%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1YUM7AF5FevCrGE8-ssaspEG0XAGF7&amp;ll=43.231848900000002%2C-79.2130505</a>	niagara on the lake fishing
<a href="https://www.google.com/maps/@/viewer?mid=1r7iVMe0eMjyq05v_M9vVdyv41j-97&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1r7iVMe0eMjyq05v_M9vVdyv41j-97&amp;ll=43.231848900000000%2C-79.2130505</a>	muskellunge vs northern pike
<a href="https://www.google.com/maps/@/viewer?mid=1H8BewqCMj0X-4SE-PNw6FBAPG065jP&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1H8BewqCMj0X-4SE-PNw6FBAPG065jP&amp;ll=43.231848900000000%2C-79.2130505</a>	muskie vs pike
<a href="https://www.google.com/maps/@/viewer?mid=1BEpUGd2C-0e4z-2EH-F5YvUwRl130&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1BEpUGd2C-0e4z-2EH-F5YvUwRl130&amp;ll=43.231848900000000%2C-79.2130505</a>	niagara fishing adventures
<a href="https://www.google.com/maps/@/viewer?mid=1r5ixK59-WkxN1-uD0m5mlE3PwMFw&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1r5ixK59-WkxN1-uD0m5mlE3PwMFw&amp;ll=43.231848900000000%2C-79.2130505</a>	salmon fishing charters lake ontario
<a href="https://www.google.com/maps/@/viewer?mid=145uP3Nwrt-dfWIDP5m-Wl&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=145uP3Nwrt-dfWIDP5m-Wl&amp;ll=43.231848900000000%2C-79.2130505</a>	family fishing ontario
<a href="https://www.google.com/maps/@/viewer?mid=13IGb5D0r3pans_2D8aEOWCgADUJ_P&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=13IGb5D0r3pans_2D8aEOWCgADUJ_P&amp;ll=43.231848900000000%2C-79.2130505</a>	muskie
<a href="https://www.google.com/maps/@/viewer?mid=1X7j1-f92219P-uh4Mh2CQXLMg2Uy&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1X7j1-f92219P-uh4Mh2CQXLMg2Uy&amp;ll=43.231848900000000%2C-79.2130505</a>	ontario fishing guide
<a href="https://www.google.com/maps/@/viewer?mid=1DQ0pRm1kx0LQVYV7-lWwM9i-w&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1DQ0pRm1kx0LQVYV7-lWwM9i-w&amp;ll=43.231848900000000%2C-79.2130505</a>	niagara fishing charter
<a href="https://www.google.com/maps/@/viewer?mid=1UQDv-MuFMF1-wbEa21-DuP7v3&amp;ll=43.231848900000000%2C-79.2130505">https://www.google.com/maps/@/viewer?mid=1UQDv-MuFMF1-wbEa21-DuP7v3&amp;ll=43.231848900000000%2C-79.2130505</a>	fishing niagara on the lake
<a href="https://www.google.com/maps/@/viewer?mid=1KYNMQ-wd5Jhe7almUF3A9u&amp;ll=43.207427600000000%2C-79.26311">https://www.google.com/maps/@/viewer?mid=1KYNMQ-wd5Jhe7almUF3A9u&amp;ll=43.207427600000000%2C-79.26311</a>	lake ontario fishing charter
<a href="https://www.google.com/maps/@/viewer?mid=1xioyGoWfSc&amp;ll=43.243574000000000%2C-79.26311">https://www.google.com/maps/@/viewer?mid=1xioyGoWfSc&amp;ll=43.243574000000000%2C-79.26311</a>	fishing guide ontario
<a href="https://www.google.com/maps/@/viewer?mid=1bnSH-EuM-D0-5ubj0ts-408&amp;ll=43.276425790000000%2C-79.211752">https://www.google.com/maps/@/viewer?mid=1bnSH-EuM-D0-5ubj0ts-408&amp;ll=43.276425790000000%2C-79.211752</a>	fishing adventure ontario
<a href="https://www.google.com/maps/@/viewer?mid=1n7bYGS8udBkOus5CactGv&amp;ll=43.0850630999999%2C-79.079">https://www.google.com/maps/@/viewer?mid=1n7bYGS8udBkOus5CactGv&amp;ll=43.0850630999999%2C-79.079</a>	fishing charters on Niagara
<a href="https://www.google.com/maps/@/viewer?mid=1-IPDRW2nu5zAN78WVGGDS&amp;ll=43.0772748999998%2C-79.079">https://www.google.com/maps/@/viewer?mid=1-IPDRW2nu5zAN78WVGGDS&amp;ll=43.0772748999998%2C-79.079</a>	Niagara fishing charters
<a href="https://www.google.com/maps/@/viewer?mid=1UxG0447T1-3-9MBG-dt-XU7-BG&amp;ll=43.0877193000000%2C-79.066">https://www.google.com/maps/@/viewer?mid=1UxG0447T1-3-9MBG-dt-XU7-BG&amp;ll=43.0877193000000%2C-79.066</a>	fishing charters in St. Catharines
<a href="https://www.google.com/maps/@/viewer?mid=18D_TJpNoibYV9VvV-DC20P1L3j4&amp;ll=43.0895577%2C-79.0849436&amp;rs=1">https://www.google.com/maps/@/viewer?mid=18D_TJpNoibYV9VvV-DC20P1L3j4&amp;ll=43.0895577%2C-79.0849436&amp;rs=1</a>	St. Catharines fishing charters
<a href="https://www.google.com/maps/@/viewer?mid=1bCinEn7N-aFLSu0eUWymNV0&amp;ll=43.235570034662345%2C-79.10">https://www.google.com/maps/@/viewer?mid=1bCinEn7N-aFLSu0eUWymNV0&amp;ll=43.235570034662345%2C-79.10</a>	fishing in st catharines ontario
<a href="https://www.google.com/maps/@/viewer?mid=1Qj&amp;ll=43.2549888%2C-79.0727616&amp;rs=1">https://www.google.com/maps/@/viewer?mid=1Qj&amp;ll=43.2549888%2C-79.0727616&amp;rs=1</a>	fishing spots in st. catharines ontario
<a href="https://www.google.com/maps/@/viewer?mid=13X4&amp;ll=43.0895577%2C-79.0849436&amp;rs=1">https://www.google.com/maps/@/viewer?mid=13X4&amp;ll=43.0895577%2C-79.0849436&amp;rs=1</a>	st catharines fishing
<a href="https://www.google.com/maps/@/viewer?mid=1GB00b1&amp;ll=43.1370218000000%2C-79.074">https://www.google.com/maps/@/viewer?mid=1GB00b1&amp;ll=43.1370218000000%2C-79.074</a>	assassin fishing charters
<a href="https://www.google.com/maps/@/viewer?mid=1yuQNSF-79&amp;ll=43.0910869000000%2C-79.074">https://www.google.com/maps/@/viewer?mid=1yuQNSF-79&amp;ll=43.0910869000000%2C-79.074</a>	st. catharines sports fishing
<a href="https://www.google.com/maps/@/viewer?mid=1Vat_P0v400&amp;ll=43.09029%2C-79.0755088999">https://www.google.com/maps/@/viewer?mid=1Vat_P0v400&amp;ll=43.09029%2C-79.0755088999</a>	sports fishing in st catharines

## 6. SEO Roadmap / Recommendation

- Continue posting geotagged photos in GoogleMyBusiness account to be more visible in the local pack
- Build up local business listings in Canada
- Continue fixing errors in the website like missing meta descriptions and internal linking
- Continue requesting reviews from clients
- Adding backlinks from another website
- Editing schema mark up in the website
- Creating Google Sitee
- Create additional page for photos of different fish caughtt in niagara

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# Question?

## Thank you!

Ernesto Rendon Sinugbahan  
SEO Specialist

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