

Hi!

Thanks for checking out this sample [Website X-Ray](#) report. I wrote this for [RecruitLoop](#), a recruitment and outsourcing selection company in the US and Australia.

If you buy your own report, I'll also be including a lot of general advice about how to optimize your site to attract more traffic. But this still shows you the meat of it: a critique of RecruitLoop's search engine optimization.

Thanks for reading, and I hope you sign up for the [Website X-Ray](#) soon. I'd love to help you increase your traffic and grow your business.

— **Kai Davis**

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Website X-Ray

Recruit Loop

Client: **Michael Overell / RecruitLoop.com**
Last Updated: **Tuesday, January 13th, 2015**

Optimization / Attraction

In order to set the framework for the entire audit, it's important to analyze the site's performance. When looking at RecruitLoop's traffic, there are 3 important questions:

- Is the traffic growing?
- Has the site been penalized?
- What is the percentage of organic traffic?

Search Visibility

Looking in Google Analytics over the past 12-months, we can see that both overall and organic traffic has been mostly steady, with seasonal fluctuations, but no unexpected or unaccounted for drops or increases.

Overall Traffic

Overall traffic ranges between a minimum of ___ visits in June, 2014, and a maximum of ___ visits in November, 2014. The monthly average traffic for 2014 was ___ visitors.

Organic Traffic

Similarly, for Organic Traffic, the maximum is _____ visitors in October, 2014, and the minimum is _____ in May, 2014.

We can see that organic traffic has cycled through the year. October and November represent a serious increase over January and February's organic traffic, but there's a question of if this is a seasonal increase in traffic or an ongoing increase in traffic.

Duplicate Content

One issue to be wary over is the duplicate content between RecruitLoop.com and RecruitLoop.com.au.

The content featured on these two sites appears to be identical, with the exception of the contact information listed in the header. This has the potential to negatively impact your performance in search, as Google thinks poorly of duplicate content. However, as per the Google Knowledge Base:

Websites that provide content for different regions and in different languages sometimes create content that is the same or similar but available on different

URLs. This is generally not a problem as long as the content is for different users in different countries. While we strongly recommend that you provide unique content for each different group of users, we understand that this might not always be possible.

And additionally:

However, if you're providing the same content to the same users on different URLs (for instance, if both [example.de/](#) and [example.com/de/](#) show German language content for users in Germany), you should pick a preferred version and redirect (or use the `rel=canonical` link element) appropriately. **In addition, you should follow the guidelines on `rel-alternate-hreflang` to make sure that the correct language or regional URL is served to searchers.**

Emphasis added.

To follow this best practice, the following hreflang attributes should be added to the Australian and US versions of the site:

Website	hreflang attribute
http://recruitloop.com	<code><link rel="alternate" href="http://recruitloop.com" hreflang="en" /></code>
http://recruitloop.com/au	<code><link rel="alternate" href="http://recruitloop.com.au" hreflang="en-au" /></code>

This will allow the content on the pages to be targeted to searchers in the correct locations and assist with duplicate content concerns.

Site Penalties

Reviewing your site in Google Webmaster Tools, there aren't any issues or penalties for [RecruitLoop.com](#). There are a few crawl errors, but those are covered in the 'Off-site Optimization' section.

Robots.txt

A robots.txt file is used to restrict search engines from accessing specific sections of a site. Here's a copy of [RecruitLoop.com](#)'s Robots.txt file.



There aren't any improvements that I'd suggest. There aren't any pages that I'd recommend blocking and the sitemap listed works as intended.

Robots Meta Tag

Each page on your site can use a robots meta tag to tell search engine crawlers if they are allowed to index that page and follow its links.

WordPress is a great open source platform — one that you've built the RecruitLoop blog on — but duplicate content is one thing that you have to be very mindful of. Using the robots meta tag will help prevent duplicate content. Content duplication issues include tags, categories, and archives.

You're already including a meta robots "noindex, follow" tag on your interior blog category pages (<http://recruitloop.com/blog/category/workplace-culture/page/2/>), preventing these pages from being indexed, but allowing the links to be followed.

```
recruiter,customer service, firing clients,fun at work, office fun,technical skills, soft
skills, competency based interviewing, behavioural based interviewing" />
110 <meta name="robots" content="noindex,follow" />
111 <link rel='prev' href='http://recruitloop.com/blog/category/workplace-culture/' />
112 <link rel='next' href='http://recruitloop.com/blog/category/workplace-culture/page/3/' />
```

Accessibility

This section covers best practices for both search engines and users.

Performance

According to Google Webmaster tools:

You may have heard that here at Google we're obsessed with speed, in our products and on the web. As part of that effort, today we're including a new signal in our search ranking algorithms: site speed. Site speed reflects how quickly a website responds to web requests... While site speed is a new signal, it doesn't carry as much weight as the relevance of a page.

It's tempting to dismiss site speed as an unimportant SEO ranking factor, but if Google says it matters (even as a minor factor), then it matters. Even if you dismiss speed as an optimization factor, it's also an inbound marketing factor that can't be ignored.

RecruitLoop.com's site speed is moderately slow, and you could easily make a few changes to make your site more efficient. As you can see below, the site speed for the root domain is:



Performance Report for: <http://recruitloop.com/>

Report generated: Tuesday, January 13, 2015, 2:03 PM -0800
Test Server Region: Vancouver, Canada
Using: Firefox (Desktop) 25.0.1, Page Speed 1.12.16, YSlow 3.1.8

Page Speed Grade: (74%) Avg: 79%	YSlow Grade: (76%) Avg: 79%
----------------------------------	-----------------------------

Page load time: 2.08s | Total page size: 783KB | Total number of requests: 69

Priority Issues (Top 5)

Issue	Score	Avg Score	Category	Priority
Specify image dimensions	F (0)	51%	Images	High
Leverage browser caching	F (3)	59%	Server	High
Combine images using CSS sprites	F (0)	79%	Images	Medium
Defer parsing of JavaScript	E (59)	62%	JS	High
Optimize images	D (64)	75%	Images	High

The problems are quick fixes:

- **Specify image dimensions¹** — Specifying a width and height for all images allows for faster rendering by eliminating the need for unnecessary reflows and repaints.
- **Leverage browser caching²** — Reduce the load times of pages by storing commonly used files from your website on your visitors browser. This will reduce page load times for repeat visitors and is particularly effective on websites where users regularly re-visit the same areas of the website.
- **Combine images using CSS sprites³** — Combining images into as few files as possible using CSS sprites reduces the number of round-trips and delays in downloading other resources, reduces request overhead, and can reduce the total number of bytes downloaded by a web page.
- **Defer parsing of JavaScript⁴** — In order to load a page, the browser must parse the contents of all <script> tags, which adds additional time to the page load. By minimizing the amount of JavaScript needed to render the page, and deferring parsing of unneeded JavaScript until it needs to be executed, you can reduce the initial load time of your page.
- **Optimize images⁵** — You can reduce the load times of pages by loading appropriately sized images. Currently, you're resizing image files via CSS. By uploading image files that are pre-sized for their display, you'll reduce page load time.

Site Architecture

The site architecture defines the overall structure of a site, and it has a number of important SEO implications. For example, when a page receives external authority, the site architecture defines how that authority flows through the rest of the site.

¹ You can read more about specifying image dimensions here: <http://gtmetrix.com/specify-image-dimensions.html>

² You can read more about leveraging browser caching here: <http://gtmetrix.com/leverage-browser-caching.html>

³ You can read more about CSS sprites here: <http://gtmetrix.com/combine-images-using-css-sprites.html>

⁴ You can read more about deferring JavaScript here: <http://gtmetrix.com/defer-parsing-of-javascript.html>

⁵ You can read more about optimizing images here: <http://gtmetrix.com/optimize-images.html>

Additionally, since search engine crawlers have a finite crawl budget for every site, the site architecture ultimately dictates how frequently pages are crawled (or if they're crawled at all).

Click Depth

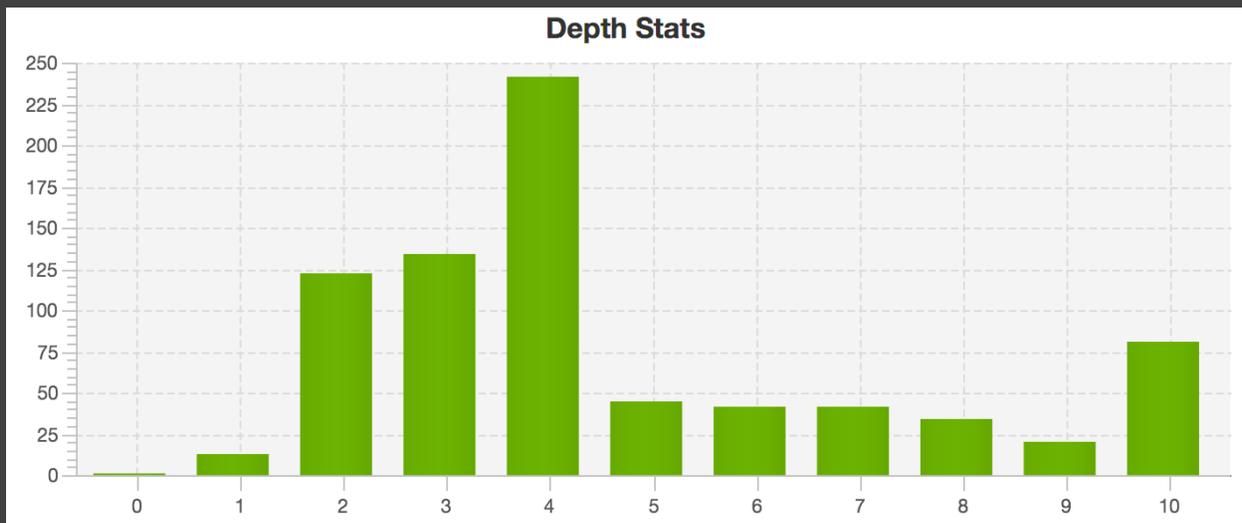
Click Depth (or crawl depth) is the number of times a website visitor must click on a link from the root domain in order to get to the desired page. The root domain will have a link depth of zero – since it takes zero clicks to get to the root domain on a webpage.

Search Engines are like humans – they do not want to waste time trying to find pages hidden deep in a site's architecture.

Pages that are available in one click – thus one page from the homepage – are deemed more important by search engines than those that are several clicks removed.

It doesn't matter if the URL is [RecruitLoop.com/name/](#) if it takes Googlebot (and users) 8 clicks to get there.

As the graph below shows, 33.12% of the site's pages have a click depth of 5 or greater (i.e., they are 5 or more clicks away from the homepage):



To reduce the number of clicks it takes for a visitor to surface content on the site, there are a number of ways for RecruitLoop to interlink pages. One way would be for RecruitLoop could include a 'Related Posts' widget at the bottom of articles, recommending ~3-5 similar articles for the visitor to read next.

On-Page Factors

In this section, I investigate the characteristics of RecruitLoop's pages (e.g., URLs, schema, duplicate content, etc.) that influence the site's search engine rankings. On Page search factors are those that are entirely within RecruitLoop's own control.

HTML Markup

A site's HTML is important because it contains some of the most vital on-page ranking factors.

HTML markup is a machine readable language that is used to tell the browser how to display the text or graphics in the document. Search engines crawl over your pages and semantic markup can identify your pages' most important information. Semantic HTML markup is a way of indicating the meaning of web content to the search engine.

Errors found while checking this document as HTML5!	
Result:	4 Errors, 6 warning(s)
Address:	<input type="text" value="http://recruitloop.com/"/>
Encoding:	utf-8 (detect automatically) <input type="button" value="v"/>
Doctype:	HTML5 (detect automatically) <input type="button" value="v"/>
Root Element:	html

Error found while checking this document as HTML5!	
Result:	1 Error, 4 warning(s)
Address:	<input type="text" value="http://recruitloop.com/blog/"/>
Encoding:	utf-8 (detect automatically) <input type="button" value="v"/>
Doctype:	HTML5 (detect automatically) <input type="button" value="v"/>
Root Element:	html

To be fair, many of these elements are easy fixes: open tags, attribute errors, etc. Although these aren't extremely critical issues, it's best to clean up as many errors as possible (empty headings, duplicate IDs, attributes, etc).

Structured Data

Schema.org microdata is an extra set of HTML tags that you can add to your HTML elements to let the search engines know specifically what you are talking about. For example, for the RecruitLoop blog, you would tag the title as a “headline,” the author as an “author” (with authorship), and the date the blog post was published as the “publishedDate.”

Now when Google indexes RecruitLoop’s blog, it knows specifically what the title of an article is, who the author is, and when the post was published.

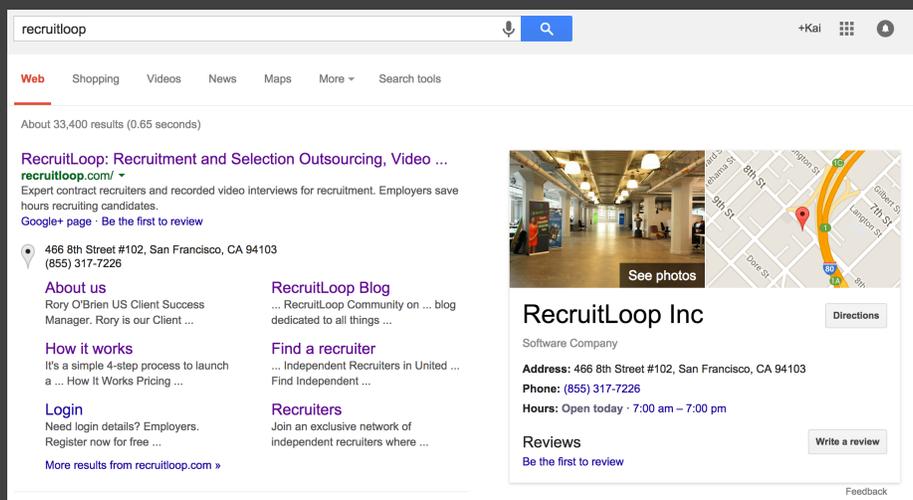
Fortunately, RecruitLoop does define structured data on most of their posts (authorship included).

Head Tags

rel=publisher

RecruitLoop has a Google+ page, but you aren’t taking advantage of rel=publisher. Publisher connects the Google+ page to the website, and that results in your Google+ page being displayed in search results whenever anyone is searching for your brand name.

RecruitLoop doesn’t have the rel=publisher markup code on the homepage. If you look at the RecruitLoop results in the SERPs, you’ll notice that you aren’t receiving the markup⁶:



⁶ Here’s an article that discusses how to implement rel=publisher: <http://www.vervesearch.com/blog/how-to-implement-the-relpublisher-google-authorship-mark-up/>

One other note: you could stand to update your Google+ page more frequently. The last update is from September of 2013. Updating with posts more regularly (after adding rel=publisher) could result in the posts being shown in the search results.

rel=prev/next

Google asks that Webmasters add rel="next" and rel="prev" to paginated archives, so that Google can distinguish them as a series and send users to the most relevant pages. RecruitLoop has added these to interior subpages of the archives (page/2/ and beyond).

rel=canonical

Each RecruitLoop post uses a rel="canonical" link.

On subpages (/page/2/, etc...), RecruitLoop uses both canonical tags and rel=prev, rel=next, which is actually a common substitute for canonical (according to webmaster tools).

NOINDEX

The last tag RecruitLoop has implemented is NOINDEX,FOLLOW. You've successfully implemented NOINDEX, FOLLOW the /topics/ subpages.

Open Graph

The Open Graph protocol enables any web page on RecruitLoop's site – or all sites – to become a rich object. For instance, the Open Graph is used by Facebook to allow any web page to have the same functionality as any other object on Facebook. This is the open graph information in the blog (recruitloop.com/blog/) markup [the root domain does not include open graph information]:

```
103 <meta property="og:title" content="Understanding Your Team: Who's Who in Your Hundred Acre Wood"/>
104 <meta property="og:type" content="article"/>
105 <meta property="og:url" content="http://recruitloop.com/blog/understanding-your-team-whos-who-in-your-hundred-acre-wood/" />
106 <meta property="og:image" content="http://recruitloop.com/blog/wp-content/uploads/2014/10/Disneyland-WinniePooh-sign.jpg"/>
107 <meta property="og:site_name" content="RecruitLoop Blog"/>
108 <meta property="fb:page_id" content="on"/>
```

Twitter Cards

Twitter cards are another micro markup – essentially rich snippets for Tweets. Twitter will actually fall back on the Open Graph tags used for FB, but the Open Graph tags aren't comprehensive.

None of RecruitLoop's blog pages include og: tags, which attach additional information to the Tweets associated with those pages by default⁷.

Titles

Each page that is indexed should have unique content and a unique title that effectively summarizes the content for users and search engines.

For titles, Google will show as many characters that a 512 pixel display can show – thus, around 50-60 characters. The reason the number varies is because some characters are bigger than others (ie, you could fit a lot more "i"s than you could "w"s).

Out of the 795 pages on RecruitLoop's site, 476 (61.50%) have a width greater than 512 pixels. The remainder (319, 38.50%) of the page titles fall below 512 pixels.

Keeping titles between 30 - 65 characters is the wisest option. It's not worth going back and revising every title based on this new data. RecruitLoop should look at their key pages, view the SERPs, and make sure the snippets show correctly.

Meta Descriptions

Meta descriptions are HTML attributes that provide concise explanations of the contents of web pages. Meta descriptions are commonly used on search engine result pages (SERPs) to display preview snippets for a given page.

Meta Descriptions do not influence the ranking factor of a site's page, but they do influence the CTR (click-through-rate).

It's speculated that Meta descriptions are calculated by pixel width, rather than characters. This pixel width is less than simply 512 pixels multiplied by two (1,024px) which you might expect.

Out of the 795 unique pages on RecruitLoop's site, 98.58% include a meta description. 232 (21.45%) have a meta description over 920 pixels. When this happens, the meta description will be truncated.

⁷ Here's an article that explains how to implement Twitter Cards in WordPress: <http://www.wpbeginner.com/wp-tutorials/how-to-add-twitter-cards-in-wordpress/>

Keeping meta descriptions between 70 - 156 characters is the wisest option. It's not worth going back and revising every meta description based on this new data. RecruitLoop should look at their key pages, view the SERPs, and make sure the snippets show correctly.

Images

For optimization purposes, the two most important image attributes are the image's filename and the image's alt text. Both of these attributes should effectively describe the image's content to provide additional context for search engines and visually impaired users.

Image file names should be descriptive – not containing random numbers or queries. The file name should describe the image. The file name is information you give directly to the search engines and to other technologies to identify what the information is about.

For the benefit of search engines, compliance (HTML), and the visually impaired, all images on RecruitLoop should also have an ALT tag (Alternative text is text you provide for an image in case it can't be displayed - perhaps the image is broken or the program cannot display the image). The ALT tag should accurately describe the image, and if possible, contain a keyword relevant to RecruitLoop (but only if the keyword is relevant to the image).

One other form of optimization that is not usually included is the text around an image. The text around an image tells a lot about the image itself. This is just another signal telling the search engine what the image is.

If RecruitLoop ensures that images follow these rules, they will increase the likelihood of referral traffic from image searches.

Around 91.44% of the images on RecruitLoop's marketing site take advantage of the alt text (there are 59 images without alt text).

All of the images on RecruitLoop's site have descriptive file names.

URLs

The site's URL structure is streamlined and RecruitLoop has done a great job crafting their URLs. The URLs are at an average length of 65 characters (including http://www.recruitloop.com).

The structure of your URLs is also very descriptive and representative of the content.

Overall, the site's URL structure is organized and clean.

One additional note: while crawling the site, I located 25 URLs (both pages on your site and pages that you're linking to) that returned 403 or 404 HTTP status codes (i.e., those URLs are no longer accessible)⁸.

External Links

One last item for RecruitLoop to consider is the amount of links they place on each page. According to Matt Cutts (on the topic of links per page):

So how might Google treat pages with well over a hundred links? If you end up with hundreds of links on a page, Google might choose not to follow or to index all those links. At any rate, you're dividing the PageRank of that page between hundreds of links, so each link is only going to pass along a minuscule amount of PageRank anyway. Users often dislike link-heavy pages too, so before you go overboard putting a ton of links on a page, ask yourself what the purpose of the page is and whether it works well for the user experience.

RecruitLoop has 40 pages on their site that exceed 100 links and only 1 with 80 external links or more ("88 Hiring Hacks for Startups" ranks the highest with 83 outlinks).

Simply put, more links equals less page rank and authority for those links. The actual math of page rank gets fuzzy fast, but for best measures, RecruitLoop should consider keeping their links under 100 per page (even if just for user experience).

⁸ You can access this separate report here: <http://cl.ly/3J2F263L3k0x>

Off-Site Factors

This section will cover one of the most influential factors in ranking: backlinks.

Backlinks

Links are not everything when it comes to SEO, but a large portion of the search engines' algorithms are connected to backlinks (Larry Page based Google off of the Educational Citation Method – i.e. A professor who was cited by other authors was considered more credible — and the same applies to pages and websites. The more links (citations) you have, the more credible you are).

When analyzing backlinks, you should consider: Total number of links, link quality, number of unique domains, fresh/incoming links, and anchor text usage.

To start, I first recorded how many backlinks RecruitLoop had received over the past few months. The chart below shows the growth of RecruitLoop's backlink profile over the course of one year.

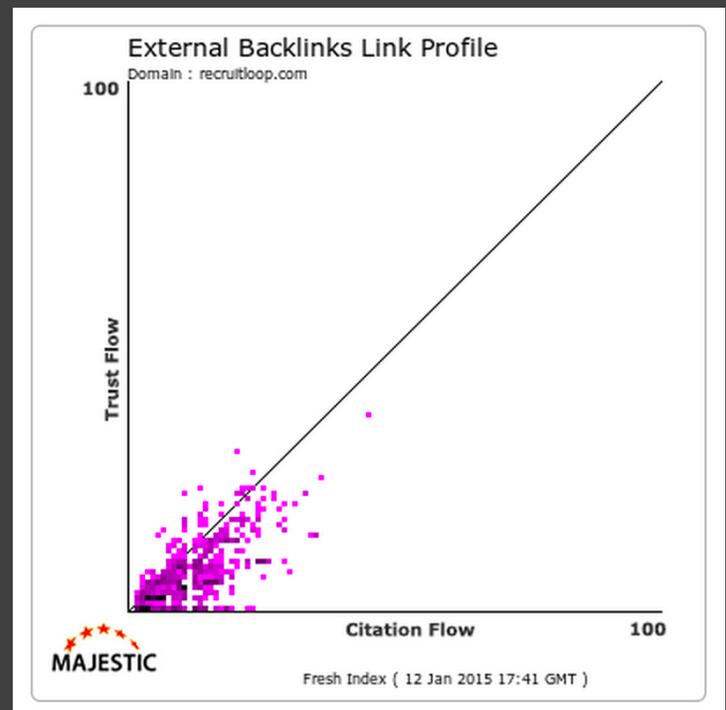
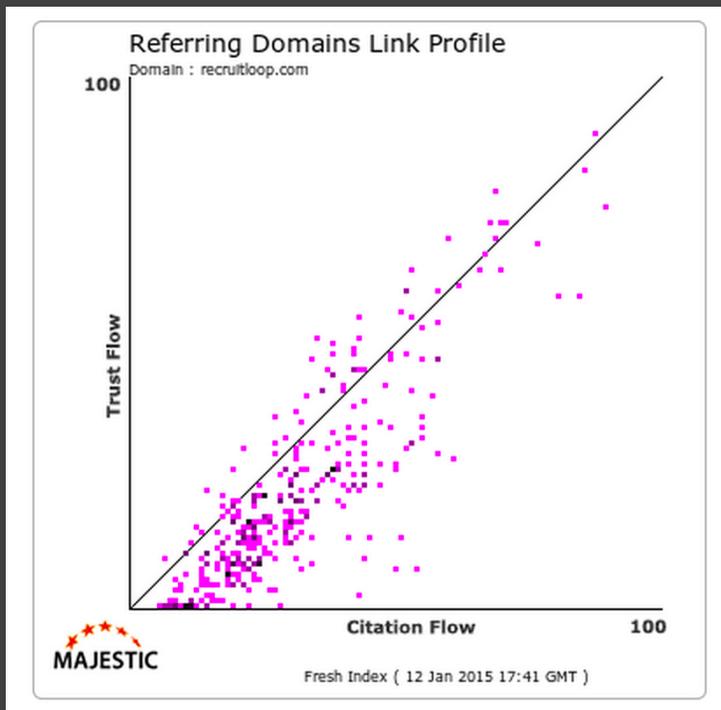


After comparing the backlink analysis above to both Majestic SEO and Moz, there was not much of a difference. RecruitLoop was consistently growing their unique domain backlinks until a steep drop starting in March and ending in July. RecruitLoop's unique backlinks have started to grow once more.

In total, you have around 5,700 unique domain backlinks and around 350 unique referring domains.

Backlink Source

To analyze RecruitLoop's backlinks, I used Majestic SEO. Here is a plotting of their backlinks:



The site has quite a few quality backlinks. When analyzing Majestic, you are hoping to see the links fall to the top right. Citation Flow is 'link juice' and the Trust Flow is how close those links are to trustworthy, authoritative sources.

Correlating with the data above, only a handful of RecruitLoop's links that I checked appeared spammy, and a few of the links have over-optimized anchor text. Currently, there is a trust ratio of .484 on RecruitLoop, so it would be worthwhile for RecruitLoop to examine their backlink profile. (It would be encouraging to see the ratio greater than 1).

One last caution: RecruitLoop should be careful of websites using links in headers and footers that repeat across the site. These sitewide links are heavily scrutinized by Google's Penguin update.

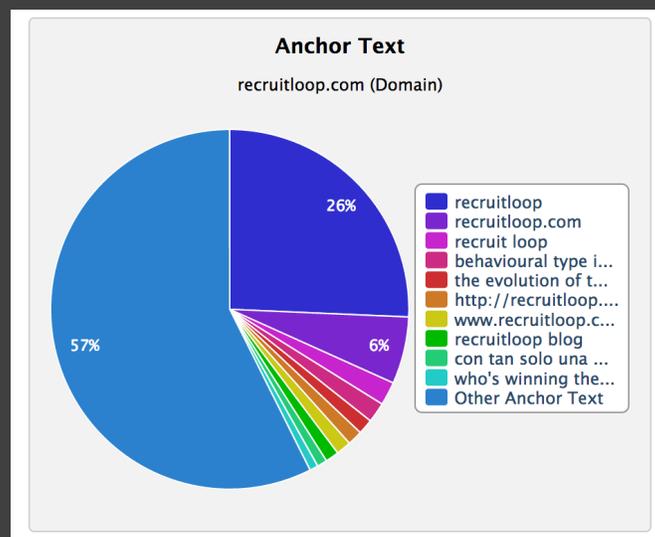
Anchor Text Distribution

After Penguin, Panda, etc – it's important for RecruitLoop to conduct an anchor text analysis. Over the years, there were many ways to manipulate rankings on Google, and links were one of them. Google has always been aware of this, and they are finally cracking down (in fact, anchor text misuse will trigger the Penguin filter quickly).

This is a great rule of thumb to follow:

- 70% brand, URL, brand+keyword, and non-targeted anchor texts (Branded Links, White Noise, Naked URL, Titles, and Image)
- 25% partial, phrase, and broad match keyword anchor texts (Compound)
- 5% exact match anchor texts (Exact Match)

On RecrutiLoop.com, the anchor text distribution follows the above guidelines:



34.11% of RecrutiLoop's backlinks included a branded identity — this anchor text appears natural. You generally expect to see many branded links and 35% is typical.

Page-by-Page Analysis

In this section, I'm reviewing the three pages you highlighted — /join/, /recruiters/, and /how-it-works/ — and offering specific suggestions on improving the on-site SEO optimization for these pages.

/join/

Here are the current metrics for this page, as of January 13th, 2014.

Metric	Status
URL	http://recruitloop.com/join
Page Title	Become a RecruitLoop Recruiter
Meta Description	Join an exclusive network of independent recruiters where an hour worked is an hour paid.
Headline (H1)	None
Subheadline(s) (H2)	<ul style="list-style-type: none">• Join an exclusive network of independent recruiters Where an hour worked is an hour paid• Why Join RecruitLoop?

Looking at these attributes, a few things stand out:

- **Page Title** — Your page title isn't optimized. The primary keyword this page is targeting appears to be 'RecruitLoop Recruiter' or 'Independent Recruiters'. I'd recommend refining the keyword that this page is targeting and reflecting the optimized keyword in the page title, meta description, headline, and body.
- **Headline** — The page doesn't have one. The first H2 should become a headline.

Image Optimization

Of the images on this page, their alt-tag and file-names break down as follows:

Image File Name	Alt-Text
http://recruitloop.com/images/rec/bernadette-eichner.jpg	Bernadette Eichner
http://recruitloop.com/images/join/map.png	What is RecruitLoop?
http://recruitloop.com/images/join/linda-williams.jpg	Linda Williams, Sydney
http://recruitloop.com/images/join/ico_q.png	
http://recruitloop.com/images/join/edward-mallett.jpg	Edward Mallet
http://recruitloop.com/images/join/debbie-carr.jpg	Debbie Carr, Sydney
http://recruitloop.com/images/join/darren-saul.jpg	Darren Saul, Sydney
http://recruitloop.com/images/el/our-clients-arrow.png	
http://recruitloop.com/images/el/our-clients-arrow.png	

Your file names are fine — there aren't any errors there. I'd recommend further optimizing these images by making sure that the alt-text is correctly set for each image, even the 'ico_q' images. Additionally, it would be valuable to change the alt text for people like Bernadette or Edward to say "Bernadette Eichner, RecruitLoop Customer" or "RecruitLoop Recruiter", getting another instance of this page's focus keyword onto the page.

Internal / External Links

Looking at the links pointing to this page — both internal and external — we see the following:

Internal Links

Anchor Text	Occurance
Join RecruitLoop	542
I'm a recruiter!	477
Learn how to apply	2
Apply Now!	1
join us via this page	1
Redirect	1
You can apply here	1

The internal anchor text linking to a page is one strong signal for Google to know what a page is about. In this case, we have to ask if 'I'm a recruiter!' and 'Join RecruitLoop' is both the most effective call to action *and* a signal we want to send Google about the content of this page.

External Links

Anchor Text	Referring Domains	Total Links
recruitloop:	1	300
http://recruitloop.com/join	1	2
recruitment	1	1

For the external links pointing to this page, we can see that there are three domains linking in with a total of 303 links. Similar to optimizing the internal anchor text, we need to ask if these are the best anchor text to be using to link to this page.

Recommended Changes

As far as recommended changes, two come to mind:

- **More Links** — If we want to increase the amount of organic traffic this page receives, we need to increase links, both internal and externally. We already have a number of internal links pointing to this page, so for internal optimization we should look for opportunities to link to the page with a range of different anchor text, both exact match / optimized and generic. For external link building, we'll want to increase the number of high-quality, relevant links we have pointing to this page.
- **Better Keyword Targeting** — This page could use further optimization for a specific keyword phrase target beyond 'Become a RecruitLoop Recruiter.' You'll

want to identify a short or medium phrase that's relevant for this page and tune the page to target that keyword phrase.

Together, better keyword targeting and the acquisition of high-quality external links will improve this page's performance in organic search.

[/recruiters/](#)

Here are the current metrics for this page, as of January 13th, 2014.

Metric	Status
URL	http://recruitloop.com/recruiters
Page Title	Independent Recruiters Paid Hourly United States (92 online now!)
Meta Description	There are 92 Independent Recruiters in United States online right now. Post your role for free.
Headline	Find Independent Recruiters at Hourly Rates
Subheadline(s)	N/A
Focus Keyword	"Independent Recruiters"

Looking at these attributes, a few things stand out:

- **Page Title** — Your page title is well optimized for a primary keyword phrase of 'Independent Recruiters' and secondary phrases like 'Hourly Independent Recruiters'. I'm a bit confused at the '| United States (92 online now!)' section of the title. This may be a non-SEO play to convey the volume of your recruiters to a searcher, but I feel that the space in the page title would be better used to target a secondary keyword phrase.
- **Headline** — The page's headline is fine.
- **Subheadline** — Adding a subheadline including a secondary phrase (like 'Hourly Independent Recruiters') would be an effective change to make.

Image Optimization

Of the images on this page, the primary images are images of the available recruiters, with appropriate alt-text.

One low-hanging fruit may be to append '— RecruitLoop Independent Hourly Recruiter' to each headshot, further optimizing the text on the page to target a secondary phrase of 'Independent Hourly Recruiter'.

Internal / External Links

Internal Links

Here's how the internal links break down for this page, both in terms of the quantity of internal links and the anchor text pointing to this page:

Anchor Text	Occurance
Find a recruiter	1581
Redirect	3
our recruiters	2
United States	2
All recruiters	1
expert independent recruiters here	1
few excellent recruiters	1
good recruiter	1
highly curated marketplace of recruiters	1
hourly rate	1
know a few	1
know some recruiters	1
many of us	1
on their profile	1
our expert recruiters	1
our rockstar recruiters	1
Post a project free	1
preferably on an hourly rate	1
Recruiter Community	1
Recruiter Profiles	1
recruiters	1
Reviews	1
rockstar recruiter	1
some of our recruiters	1

The internal anchor text linking to a page is one strong signal for Google to know what a page is about. In this case, we have to ask if 'Find a Recruiter!' is both the most effective call to action *and* a signal we want to send Google about the content of this page.

With the keyword focus of 'Independent Recruiter,' it may be valuable to modify this common Call to Action to be 'Independent Hourly Recruiter — Find Yours Now', both enhancing the call to action *and* including a more relevant anchor text.

External Links

Anchor Text	Referring Domains	Total Links
many of us	3	9
know some recruiters	1	1
few excellent recruiters	1	1
preferably on an hourly rate	1	1
rockstar recruiter	1	1

For the external links pointing to this page, we can see that there are 7 domains linking to this page for a total of 13 links.

Recommended Changes

My two recommendations for this page would be to increase the number of referring domains linking to this page and to tune-up your internal links / calls to action to include a more relevant / targeted keyword phrase.

</how-it-works/>

Here are the current metrics for this page, as of January 13th, 2014.

Metric	Status
URL	http://recruitloop.com/how-it-works
Page Title	How RecruitLoop Works Expert Recruiters. On Demand. Billed Hourly.
Meta Description	It's a simple 4-step process to launch a project with an Elastic Recruiter. Save serious time and money.
Headline	Expert Recruiters. On Demand. Billed Hourly.
Subheadline(s)	N/A
Focus Keyword	Expert Recruiters

Looking at these attributes, a few things stand out:

- **Page Title** — Google weights the text in a page title from left-to-right, so the keywords on the left send a stronger keyword than the keywords on the right. I'd recommend reordering the elements in your page title for maximum SEO benefit: "Expert Recruiters On Demand and Billed Hourly | How RecruitLoop Works". This way, your primary keyword ("Expert Recruiters") is at the start of the title.
- **Headline** — The page's headline is fine.
- **Subheadline** — Adding a subheadline including a secondary phrase (like 'Hourly Recruiters On Demand') would be an effective change to make.

Image Optimization

Of the images on this page, their alt-tag and file-names break down as follows:

Image File Name	Alt-Text
http://recruitloop.com/images/howitworks/step4.jpg	
http://recruitloop.com/images/howitworks/step3.jpg	
http://recruitloop.com/images/howitworks/step2.jpg	
http://recruitloop.com/images/howitworks/step1.jpg	

Of the four images on this page, there are two major issues:

- The file names aren't descriptive. Contrast 'Step4.jpg' with 'Ask-for-help.jpg'
- The images don't have alt-text set. Setting a step dependent alt-text like 'Ask for Help — How RecruitLoop Works' will improve the optimization of these images and this page.

Internal / External Links

Internal Links

Anchor Text	Occurance
How it works	1587
Read more	302
Redirect	1
list of recent projects here	1
Learn More	1

'How it works' may not be the most effective internal anchor text. Instead, 'How RecruitLoop Works' may be more effective both in communicating to the visitor and a search engine what the page is about.

External Links

No external links were found for this page.

Recommended Changes

There are three change I'd recommend for this page:

- **Image Optimization** — Optimizing these images to have better file names and alt-text will help with the on-page optimization.
- **External Links** — Building external links from referring domains to this page will improve your ability to get found online, rank in the SERPs, and increase your traffic.
- **Subheadline** — Adding a subheadline to this page will make it easier to communicate to visitors what the page is about *and* offer an opportunity to include another keyword rich phrase on the page.

Summary

RecruitLoop's on-site optimization is well executed. There are a few primary areas that RecruitLoop would be well advised to refine as they move forward.

- **Optimize Page Speed** — Currently, your page speed has a grade of 'C'. To increase your page speed and decrease your load time, there are a few simple optimizations you can follow.
- **Refine Your Backlink Profile** — Your 'Trust Ratio' for your backlink profile is currently .484. Ideally, this should approach or exceed 1. As a future project, we should audit the sites linking to you, eliminating low-quality referring domains, and increasing your overall trust ratio.
- **Implement Twitter Cards** — You don't have Twitter Cards defined for the blog or main marketing site. Twitter falls back to Open Graph (OG), but there are benefits to having Twitter Cards implemented in addition to Open Graph.
- **Implement rel=publisher** — Currently, you don't have rel=publisher implemented, which provides a link between your main site and your Google+ profile, returning the Google+ profile in the searches.
- **Minimize Click Depth** — 33.12% of the pages on RecruitLoop's site have a click depth of 5 or greater (i.e., it takes 5 or more clicks to reach these pages). Strategies should be implemented to reduce the click depth for internal pages.
- **Implement rel-alternate-hreflang** — Due to the similarities between RecruitLoop.com's and RecruitLoop.com.au's content, there is the potential for a duplicate content penalty. By implementing rel-alternate-hreflang, we'll specify the locality and language of each site, reducing the risk of a penalty.

Overall, your on-site optimization is well dialed in and your site is well optimized. As you look forward to the future, the major opportunities for increasing your traffic include:

- **Keyword Research / Content Creation** — By identifying high-quality, relevant, low competition keywords and creating content targeting those keywords, RecruitLoop can increase their ability to generate traffic.
- **Backlink Audit and Optimization** — By reviewing your existing backlinks and 'pruning' low-quality, low-relevance links, we'll increase your trust ratio and improve your relevancy.

- **Earning High-Quality Links** — If you want to increase your ability to generate traffic, one of the most effective ways is by earning high-quality, relevant links to your site. I provide an [ongoing service](#) that can help you attract and earn high-quality, relevant links to your site through Digital Outreach and relationship building⁹.

After reading this report, I'm happy to answer any questions that you have. You can gather up your questions and send them to me at kai@kaidavis.com. I promise I'll reply to everything.

⁹ I talk about the process behind this system here: kaidavis.com/how-do-i-get-more-traffic/